



COMMUNICATIONS COORDINATOR

Position Type: Part-time - 20 hours per week
Application Deadline Date: February 12, 2023
Location: Remote (preference in Ottawa, location of the Executive Director)
Expected Start Date: March 6, 2023
Supervisor: Executive Director

Pickleball Canada is the national sport organization that governs, promotes, and leads the development of pickleball in Canada. We are seeking an individual with a strong knowledge of the sport of pickleball, pickleball in Canada, good interpersonal skills, and a positive attitude.

The employer is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status or disability.

General Duties:

- Promote Pickleball Canada's Mission, Values, Vision and brand image.
- Support various Pickleball Canada initiatives and areas via storytelling.
- Create, coordinate, and execute Pickleball Canada's communication plan.
- Create and manage various tools and infographics to facilitate the communication of Pickleball Canada's key messages.
- Meet deadlines in a fast-paced environment.

Communications

- Develop and promote Pickleball Canada's voice with strong content and production.
- Develop and execute, in a timely manner, content (written, design, video) to support Pickleball Canada's Communications plan, e.g. Pickleball Canada newsletter, website stories, National releases, etc.
- Ensure content is optimized to promote pickleball in Canada both nationally and internationally.
- Publish content in advance where possible after securing approval from relevant stakeholders.
- Create content surrounding Pickleball Canada's Championship events, National and International Pickleball Days, and more.
- Ensure communications follow Pickleball Canada Brand Guidelines.
- Work with service providers to ensure all of Pickleball Canada communications are in English and French.
- Develop branded templates for communications such as letterhead, presentations, and email signatures.

Social Media

- Develop a purposeful and results-driven approach to social media content creation including content calendar development.



- Create and publish content in English and French, interacting with Pickleball Canada's social media followers.
- Monitor, track and report on social media feedback.
- Measure and report on social media performance and KPIs.
- Leverage social KPI analysis to inform content strategy optimization.
- Help develop innovative strategies to grow Pickleball Canada's social media following.
- Establish relationships with social media influencers.
- Stay up to date with social media trends and best practices.

Required Skills, Knowledge, and Abilities:

- A passion for pickleball.
- Knowledge of the Canadian sport system.
- Post-Secondary education in communications or a related field, and/or a minimum of 3 years in communications, or relevant experience.
- Ability to build and maintain excellent working relationships with staff, volunteers and external service providers.
- Strong organizational and time management skills with the ability to set priorities, multi-task and meet deadlines.
- Excellent written, editing, verbal communication and research skills.
- Experience with social media platforms, including but not limited to Instagram, Facebook, Twitter, and LinkedIn.
- Demonstrated expertise in Microsoft Office, Google Workshop, Zoom and Adobe Acrobat Pro.
- Ability to work in Photoshop, Illustrator and Canva.
- Ability to work in a fast-paced environment with multiple priorities.
- Strong team player, with the ability to work independently.
- Experience in providing support to senior staff and volunteers.
- Understand the principles of Safe Sport and EDI.

Assets include:

- Bilingualism (French/English).

Commitment:

- Possible some evenings and weekends.
- Possible overnight travel and away-from-home work.

NOTE: A satisfactory police criminal and judicial matters check will be required as a condition of hire.

APPLICATION PROCESS

Apply in confidence by sending your cover letter and resume by February 12, 2023, to: HR@pickleballcanada.org.