



COORDINATOR, COMMUNICATIONS

The Position

Position: Coordinator, Communications

Reports to: Manager, Communications

Salary: \$50,000

Status: Full-time

Location: Remote

Start Date: Aug. 9, 2021

Job Summary

The Equestrian Canada (EC) Communications Coordinator is responsible for delivering on diverse communications objectives through high quality content creation. As a key member of our national communications team, the successful candidate will work closely with colleagues to deliver results in a multitude of areas, including equestrian sport reporting, marketing, corporate and promotional content creation, e-news and website content.

The ideal candidate will be a passionate professional with a minimum of two years of experience in a similar role who thrives in a fast-paced, results-oriented environment. Highly developed writing skills and a commitment to language quality are the top priority; equestrian knowledge is strongly preferred. Other vital strengths include accomplished storytelling skills and the ability to handle multiple projects while respecting deadlines.

Key Responsibilities

- Assisting with execution of a strong, dynamic and integrated national sport and corporate narrative for EC.
- Adhering to branding standards and guidelines to ensure a consistent and stakeholder-friendly tone and voice for communications.
- Creating or editing a wide range of communications deliverables including competition coverage, human interest stories, governance documents and social media posts.
- Assisting in the brainstorming, creation and implementation of campaigns and deliverables related to athlete promotion, sponsors and partners, corporate communications, community engagement and more.
- Contributing to EC's social media presence through consistent coverage of athletes, competitions, programs, partnerships and initiatives.
- Providing communications support to all departments across EC, primarily through editing/proofreading services.
- Coordinating with EC's Translation Coordinator to ensure timely French translation of EC communications and products.



- Coordinating with EC's Graphic and Web Designer to ensure timely publishing of EC communications and products.
- Coordinating with photographers to obtain photos from competitions and events.
- Working closely with and understanding EC's social media and video production process.
- Assisting in the creation and distribution of high-quality media publications, including athlete biographies, media guides, etc. in a timely manner.
- Maintaining distribution lists for media, stakeholders, and other EC contacts as per CASL requirements.
- Travelling to EC events and competitions as required to provide coverage and athlete promotion.
- Assisting in the planning, promotion, and execution of EC events, such as the Annual General Meeting and trade show presence at the Royal Agricultural Winter Fair.
- Assisting in the support and promotion of the Canadian Equestrian Team at major games, including the FEI World Equestrian Games, Pan American Games, Olympic Games and Paralympic Games.
- Embedding of principles of EC's diversity, equality and inclusion initiative within the EC communications framework and ensuring communications use language reflective of these values.

Experience & Qualifications

- Post-secondary education, preferably in the area of journalism or communications.
- Minimum two (2) years in a similar position.
- Superior writing and editing skills, knowledge of CP Style and an obsession with language uniformity.
- Equestrian knowledge strongly preferred.
- Bilingualism required.
- Advanced knowledge of office and communications software, including MS Office Suite, Adobe Creative Suite and Content Management Systems.
- Strong attention to detail.
- High level of integrity and consistent professionalism expressed at all times, ensuring that EC is portrayed in a positive manner.
- Positive attitude, desire to improve and work in a team environment.
- Willingness to travel.

Additional Information

This is a full-time, permanent role normally based out of Kanata, ON, with the option to work remotely. Normal business hours at EC are from 8:30 a.m. to 5 p.m., Monday through Friday; however, as an organization involved in sport, some night and weekend work will be required.

EC offers meaningful work, a team-based environment, competitive group benefits and a RRSP matching program.



Application Instructions & Deadline

Please submit the following to csoble@equestrian.ca:

- Resume
- Cover letter detailing interest in and suitability for the role
- Two writing samples
- Three references

Please include your last name in the email subject along with the following text: Application – Communications Coordinator.

Please ensure that your application is received on or before July 5, 2021.

Commitment to Diversity and Accessibility

EC is an equal opportunity employer. We welcome diversity in the workplace and encourage applications from all qualified candidates including women, members of visible minorities, persons with disabilities and aboriginal peoples.

EC is also committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to a job opportunity, please advise the Human Resources Representative in a timely fashion of any accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

We thank all applicants for their interest in joining EC. Given the potential volume of applications, we request that you do not follow up your application with a phone call. We will only contact those candidates selected for interviews. Thank you for your understanding.