

JOB DESCRIPTION

Coordinator, School Physical Activity-Physical Literacy Communications

The Sport for Life Society is recognized as the global experts on the Canadian Sport for Life Movement, Long-Term Development in Sport and Physical Activity, and physical literacy development. The purpose of the Canadian Sport for Life Movement is to improve the quality of sport and develop physical literacy. Sport for Life links sport, education, recreation, health and governments to align community, provincial, and national programming. Sport for Life, as a social enterprise using Long-Term Development in Sport and Physical Activity and physical literacy, works to be a catalyst for positive change.

Reports to: Manager, Communications

Expected Result:

The Coordinator, School Physical Activity-Physical Literacy Communications is expected to create and distribute high quality communications (e.g. social media, emails, promotional materials) specific to the School Physical Activity and Physical Literacy project. Further, it's expected that the position: effectively works within the Communications team to develop and execute a SPA-PL communications plan and is accountable for all results through regular, open and honest reporting and communication. This position is expected to contribute to Sport for Life's robust communications which shares knowledge to support our mission to develop physical literacy and improve the quality of sport by making linkages between health, education, recreation, sport, community, and provincial and national programming.

Expected Coworker Result:

To work openly and collaboratively with coworkers and contractors toward the achievement of results that are in line with organizational values and strategic objectives. This includes ongoing collaboration and cooperation in cross-functional interactions to successfully achieve the specific goals of you and your co-workers.

Expected External Partners Results:

Support, cultivate and strengthen relationships with communication partners resulting in the sharing of Sport for Life knowledge. **Key external partnerships** for this position include: SPA-PL project team, Ministry of Health, stakeholder network, school districts, school administration, teachers and support staff.

Roles & Responsibilities:

A. Communications

- a. Contribute to a Communication Plan strategy for the SPA-PL Project
- b. Execute the goals and objectives of the SPA-PL Communications Plan
- c. Write and edit articles and success stories
- d. Write, edit, publish and promote project components
- e. Research and pitch ideas for content

B. Website & Social Media Support specific to SPA-PL

- a. Support the Communications team to execute social media plans and scheduling social media calendars related to the project
- b. Analyze, track, and report on website and social media analytics related to the project
- c. Determine and execute cross-promotional opportunities including development and sharing of messaging toolkits and promo campaigns
- d. Support Sport for Life team in using digital communication tools as part of their day-to-day activities
- e. Help with edits and updates to all forms of communications

C. Other duties as requested, such as

- a. Where appropriate, contribute to the social media strategy of the organization
- b. Where a particular skill set is identified, act as a platform champion of certain S4L digital resources

Preferred Skills & Qualifications:

- Bachelor's or Master's degree in related field, or relative experience
- 3-5 years of relevant work experience
- Background or experience in field of education with knowledge of physical education preferred
- Excellent communication skills, verbal and written, both internally and with external partners
- Ability to work individually and in team environments and work effectively with a geographically dispersed team
- Bilingualism (French and English), is an asset
- Comfort with technology - expertise in specific platforms is an asset
- Experience in
 - Project management including being part of effective teams for fast paced environments with a variety of stakeholders
 - Communications
 - The education sector (BC preferred)
 - Website content management systems, specifically WordPress
 - Email marketing tools such as Mailchimp or Constant Contact
 - Social media platforms and their analytic functions, including Twitter, Facebook, Instagram, YouTube, Vimeo
 - Google Analytics and Search Engine Optimization (SEO)



The annual salary range for this position is \$41,000 to \$44,000 based on 40 hours per week.

Please submit cover letter and resume by September 26, 2020 to office@sportforlife.ca. We thank all applicants for their interest but note that only short-listed candidates will be contacted.

Sport for Life is proud of having a diverse team, and welcomes applications from all qualified candidates.

For more information on...

Sport for Life, www.sportforlife.ca

School Physical Activity-Physical Literacy, <https://schoolpapl.ca/>

Physical Literacy, www.physicalliteracy.ca