

Senior Coordinator, PLAYBuilder & Events

Sport for Life is recognized as a team of 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 sport and physical literacy ecosystems. Sport for Life links sport, education, recreation, health and governments to align community, provincial and national programming. Through Long-Term Development in Sport and Physical Activity and physical literacy development, Sport for Life works to be a catalyst for positive change.

Reports to: Senior Manager Knowledge Scaling

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Expected Result:

Sport for Life delivers knowledge mobilization products and services ([eLearning](#), [CAMPUS](#), [PLAYBuilder](#) and others) which 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, all in support of long-term development in sport and physical activity. Sport for Life also has dynamic major events (Sport for Life Canadian Summit, International Physical Literacy Conference, and associated events). The Senior Coordinator, PLAYBuilder and Events is expected to handle Sport for Life's coordinated business practices including client/partner sales lifecycle tracked, major event delivery supported along with cross-promotion of other Sport for Life products and services. Further, it's expected the position: works effectively with the Knowledge Mobilization team to support the administration and coordination of products and services which will contribute to the Organization's Strategic priorities, and is accountable for all results through regular, open and honest reporting and communication.

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:

Assist with the client acquisition of a diverse number of contractors, software development partners, 3rd-party reseller partners for [PLAYBuilder](#). **Key external partnerships** for this position include: Momentum IT Group, international, municipal, provincial, territorial and national sport organizations,

which can include clubs, non-for-profits, recreation centers, multisport service organizations, schools/education organizations, and all levels of government.

Primary Roles & Responsibilities:

A. Client/Partner Product & Services

- Guide the generation of and qualifying of leads through customer prospecting by phone, email, ad campaigns, referrals, LinkedIn, etc.
- Guide the entire client relationship sales cycle: from initial contact, to sale, invoicing, to assisting with the products
- Deliver and coordinate logistics to provide succinct, confident and educational training sessions to internal and external stakeholders
- Generate sales quarterly financial reports
- Guide account management of PLAYBuilder Partners.
- Develop and deliver reports on progress and activities.
- Develop content for, and liaise with, Communications team to market and promote product with the use of: bulletins, collecting success stories, case studies, and testimonials
- Support, guide, keep up to date the customer success lifecycle of existing partners using established tracking software (e.g. Cascade)
- Provide input to management on new leads or partnerships to pursue.

Assisting in PLAYBuilder development

- Liaise with Momentum IT group on user research, user design, and user interface
- Liaise the product design, prototype and test, development and iteration
- Identify, track and provide recommendations on product design, product testing and the collection and analysis of user feedback.
- Develop materials to train, introduce and orient people (e.g. help videos, style guide).

Analytics and reporting

- Ensure records are accurate and up to date
- Generate and Analysis of PLAYBuilder analytics and reporting
- Support the implementation of business plan

B. Workshops and Events

- Assist with the maintenance of standards by evaluating the delivery of training programs and ensuring ongoing tracking and monitoring to ensure continuous improvement, through surveys and Learning Facilitators or Host feedback.
- Work with Knowledge Mobilization team to refine workshop and events procedures
- Support the Communications Department in the coordination and administration of Major Events.
- Office administration duties including shipping of publication and materials and other related event coordination.

C. Other duties as requested, such as

- Being a member of Sport for Life' internal committees as requested
- Being a member of external committees when requested
- Support major events as appropriate
- Where a particular skill set is identified, act as a platform champion of certain S4L digital resources
- Where appropriate, contribute to the social media strategy of the organization
- From time to time, this position might be required to work outside of traditional work

Preferred Skills & Qualifications:

- Bachelor's degree in related field
- 2-3 years of relevant work experience
- Background in selling SaaS products an asset
- Familiarity with Product Management
- Willingness to learn about sports, physical education or sports administration
- 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
 - Working in multiple sectors including health, sport, education and recreation
 - Digital communications, content management systems, and user interface
 - Data tracking and analysis and generating reports
 - Sales, preferably in digital services and online- lead generation

The annual salary for this position is a range of \$45,000 - \$48,880 at 40 hours per week. Position will be remote work environment, permanent and full-time position.

Please submit a cover letter and resume by December 3, 2021 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 committed to fostering an equitable workplace as a source of excellence, cultural enrichment and social strength. We welcome expressions of interest from those who identify with historically underrepresented groups such as: Indigenous, First Nation, Métis and Inuit peoples, people of a myriad of gender identities and racialized minorities, people of diverse ethnic origins, and various religious and spiritual beliefs; and people with invisible and visible varied abilities; people at various ages and stages of life; and people of diverse sexual orientation. We recognize this is not an exhaustive list of all identities.

We believe sharing your identity is your choice in the application process. Therefore, if this job description entices you then you are welcome to apply. If you have any accessibility needs, then please let us know at any point in the application process where you feel comfortable doing so.

For more information on...

Sport for Life, www.sportforlife.ca

School Physical Activity-Physical Literacy, www.schoolpapl.ca

Physical Literacy, www.physicalliteracy.ca