



Atlantic Division CanoeKayak Canada

PO Box 295 Station Main

Dartmouth NS B2Y 3Y3

(902) 466-9925 www.adckc.ca

Marketing & Communications Coordinator

Employer: Atlantic Division of Canoe Kayak Canada

Number of Positions: 1

Work Term: May 28, 2018– August 25, 2018 (13 weeks)

The Communications Coordinator will assist the Atlantic Division of Canoe Kayak Canada with communications to a variety of internal and external audiences, including: Member Clubs, the general public, media and athletes.

The Communications Officer will promote the sport of canoe in the sprint disciplines of canoe and kayak and handle requests from the media.

The Communications Officer will work under of the direction of ADCKC's Administrative Manager.

The Administrative Manager will arrange the training and performance evaluation for the student, monitoring weekly activities, and approve operating plans, media releases and weekly

Our ideal candidate will have: excellent interpersonal skills, be highly organized with good time management capabilities, have a high degree of motivation, have a good understanding of Social Media, computer skills, website administration experience, writing skills, research capabilities, is detail oriented and is capable of layout and design of promotional materials.

Weekend work is required. Must be returning to school in September.

Responsibilities:

- ❖ All required updates to the ADCKC website and general website administration.
- ❖ Creation and distribution of the ADCKC newsletter.
- ❖ Frequent communication to ADCKC's Member Clubs.
- ❖ Respond to various media inquiries in a timely and effective manner.

- Research and provide input on the ADCKC annual Communications Plan.
- ❖ Community outreach and general promotion of the sport of canoe in the sprint disciplines of canoe and kayak.
 - ❖ Lead other public awareness initiatives as directed, such as: Open Houses, community displays, media events and so on.
 - ❖ Frequent updates to the ADCKC's Facebook group, Instagram and Twitter accounts.
 - ❖ Take photographs and video as required.
 - ❖ Prepare media releases.
 - ❖ Must be available some evenings and weekends.
 - ❖ Develop and design promotional materials for the ADCKC.
 - ❖ Assist the Administrative Manager with office duties as directed.
 - ❖ Attend meetings as directed by the Executive or Administrative Manager
 - ❖ Maintain duty log

Valued Skills:

- ❖ Digital Marketing
- ❖ Social Media Marketing
- ❖ High Level written skills
- ❖ Video Shooting and Editing
- ❖ Analytics
- ❖ Email Campaign
- ❖ Administrative Support with knowledge of Microsoft Suite and Google Documents