

Job Posting Coordinator, Communications and Marketing

The Ontario Federation of School Athletic Associations (OFSAA) is an organization comprised of high school student-athletes, teacher-coaches, teachers, principals, and sport administrators all committed to the philosophy of “Education through School Sport”. We provide programs, services, and events that align with our philosophy and support school sport at the provincial, local, and school levels.

The Coordinator, Communications and Marketing is responsible for promoting the programs, services, events, and values of OFSAA. Working closely with volunteers and staff he/she ensures that the OFSAA brand is positively positioned and that all communication is disseminated in a professional and efficient manner.

Principal Duties

Reporting to the Executive Director, the Coordinator, Communications and Marketing will:

- Coordinate production of OFSAA's publication, The Bulletin, including design and layout, and gathering and writing content.
- Manage digital content for various platforms including the OFSAA website and social media.
- Coordinate all media relations. Maintain a database of media contacts, write and distribute media releases.
- Assist host convenors with the development of event marketing and communication plans.
- Launch a monthly e-newsletter, establish a database of subscribers, and write/source content.
- Prepare sponsorship packages and ensure commitments to our sponsors are met.
- Produce creative materials (digital and copy) for all OFSAA programs and events.
- Implement strategies to build brand awareness.
- Develop merchandising opportunities.
- Ensure that OFSAA is projected in a professional manner through all marketing and communication vehicles.

Qualifications

- Degree or diploma in the field of Marketing, Communications, Sport Management, or related field.
- Minimum of two years working in a similar field is preferred.
- Additional experience in some capacity within volunteer groups is also desired.
- Bilingual in French and English is an asset but not required.
- Knowledge and experience in using Window based applications. Proficiency in Photoshop, InDesign, Acrobat and/or QuarkXPress, and web-based applications an asset.

This is a full-time, contract position until June 30, 2018 at which time the position will be evaluated and may become permanent. Interested applicants are asked to submit a resume and cover letter by July 5, 2017 to:

beth@ofsa.on.ca

We thank all applicants; however only those selected for an interview will be contacted.