

Director, Marketing & Communications

Position Title: Director, Marketing & Communications

Organization: Special Olympics Canada

Reports to: Chief Executive Officer

Special Olympics Canada

Special Olympics provides year-round sports training and athletic competition in a variety of sports for children, youth and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Canada (SOC), a leading program within the worldwide movement, is dedicated to enriching the lives of Canadians with an intellectual disability through sport. We are a national charitable grassroots organization that provides sport training and competition opportunities for more than 42,500 athletes of all ages and abilities. We have more than 20,500 volunteers, including over 13,500 trained coaches, who currently support our programs every day in 450+ communities across Canada.

Our programs are supported by corporate sponsorship, fundraising activities, government funding, foundations, individual donors and the involvement of volunteers in communities nationwide. In Canada, Special Olympics follows a federated program delivery model with a National Office in Toronto and 12 provincial/territorial chapters.

The Position

Special Olympics Canada is seeking a strategic communicator who is a highly motivated critical thinker to drive awareness of SOC, its programs and its mission. The successful candidate will be a team player and passionate about being part of a global movement that is committed to making a difference for people with intellectual disabilities. SOC is experiencing an exciting period of growth and so this role offers the opportunity to work in a dynamic and impactful organization during a time of advancement and progress for sport and for building more inclusive societies.

Reporting to the Chief Executive Officer, the Director will be a strong leader who works well in a fast-paced environment, and who has experience in building and maintaining positive relationships with media, a variety of external partners and key internal stakeholders. The candidate will be responsible for providing leadership, management and execution for all of SOC's varied and integrated strategic communications. This includes, but is not limited to, development and implementation of goals, strategies and tactics in SOC's Strategic Plan, an overall communications strategy, marketing and public advocacy campaigns, media relations, digital strategies, marketing, issues/reputation management and internal communications. He/she will possess the ability to both take the initiative to map out a strategy and then follow through with the work to get it done.

Special Olympics Canada

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The Director is supported by and manages a Communications Officer. A proven ability to motivate your team, collaborate and provide mentorship will be critical to your success in this role. As an ambassador for the organization, your daily interactions will embody our brand and inspire our entire team to do the same.

Key Responsibilities:

1. Marketing Communications and Public Relations

- Develop and implement a fully integrated communication strategy that will support the organization's mission and goals and further build the reputation of SOC and its chapters
- The overall strategy should include a public relations plan, supported by media relations, to increase awareness of SOC and its key initiatives including all Special Olympics sports programs, the LIMITLESS Gala, National Games, Special Olympics Team Canada, partner driven campaigns and other events and initiatives
- Build and maintain strong relationships with relevant media across all mediums to take a proactive stance to earned media and begin to build SOC's position as a trusted contributor on relevant issues
- Manage and oversee all editorial products (Annual Report, newsletters etc.) including the design, writing and photography, editing, production and printing where relevant
- Analyze media coverage and share with key internal stakeholders
- Stay abreast of market trends, opportunities, and competitive activities
- Build relationships with professional counterparts to further support awareness initiatives

2. Brand Stewardship

- Ensure that effective communications tools, processes and procedures are in place to successfully articulate key messages to all stakeholder groups and enable the organization to speak with one voice
- Steward the brand and ensure adherence to brand guidelines nationally and at chapter level
- Oversee the development and implementation of public awareness or advertising campaigns, ensuring adherence to brand standards
- Design digital communications and social media strategies including protocols for social media use in keeping with tone and brand of SOC

3. Digital Media

- Develop a proactive digital strategy for SOC in collaboration with the Communications Officer
- Oversee the management of an editorial calendar for SOC and Team Canada websites
- Oversee the execution of the digital content, as implemented by the Communications Officer

4. Writing and Editing

- Write speeches and other materials throughout the year for a variety of events and conferences, demonstrating knowledge of journalistic best practices and how to tailor to different audiences
- Develop Key Message documents, Q&As, agency briefs, key internal communications
- Edit press releases, media backgrounders, newsletter articles, web content, other assignments as needed

5. Collaboration and Team Support

- Work with and support the Business Development department to manage partner and individual donor relationships and increase revenue through partner/donor activations, campaigns and recognition
- Work with and support the Sport Department on communications collateral and awareness strategies for Sport programs (including National Team, Healthy Athletes, Athlete Leadership Program etc.) and Games
- Work with and support the Games Organizing Committees for National Games on communications strategy, plan and collateral
- Support the Office of the CEO on all communications needs, on a proactive and reactive basis



- Continue to support, collaborate and build strong relationships with all provincial/territorial Chapters on marketing and communications initiatives, including through the Marketing/Communications Committee
- Monitor staff performance and development goals, assign accountabilities, establish priorities, set objectives, conduct annual performance appraisal
- Identify, measure and evaluate key metrics related to communications and marketing initiatives
- Develop and manage the departmental budget
- In collaboration with the CEO and the leadership team, actively contribute to overall organizational leadership decisions and actions, to the development of the strategic plan, and to the development of the annual operating plan and budget
- Recruit, direct, manage, work collaboratively with and counsel departmental staff.

CANDIDATE PROFILE AND QUALIFICATIONS

The successful candidate will possess the following experience, knowledge and qualities:

1. Undergraduate degree in Communications, Marketing, Journalism, or relevant discipline
2. A minimum of 7-10 years of public relations, media and communications experience
3. Possess excellent communications skills, leadership and managerial skills with a strong client service orientation; a self-starter
4. Experience in developing and leading national strategic communications programs, including media relations and marketing programs to advance an organization's mission and goals
5. Knowledge of fundraising practices and how integrated marketing communications can drive results is an asset
6. Strong writing skills that encompass ability to craft a range of materials from proposals to speeches and press releases, among others
7. Ability to work in a complex environment with a range of stakeholders and operational factors
8. Excellent organizational skills and the ability to work under the pressure of shifting priorities and demands while leading multiple projects
9. Demonstrated experience in strategic thinking, decision-making and problem solving
10. Positive, results-oriented approach with the interpersonal skills and integrity that inspires trust
11. Passionate about the transformative power of sport and its positive impact on individuals
12. Bilingualism an asset
13. Ability and willingness for some travel (both international and domestic) as well as work some evenings and weekends, given event schedules.

COMPENSATION:

- Excellent benefits package including RRSP and employee insurance (medical, dental, life, accident and long term disability).
- Salary commensurate with experience and qualifications.

APPLICATION DETAILS:

Please submit your application by **September 25, 2017** to sochr@specialolympics.ca

SOC is an equal opportunity employer committed to employing a diverse workforce. We encourage all qualified individuals to apply and thank all those who do. Only those selected for an interview will be contacted.