

Position Title: **Coordinator, Marketing and Communications**

Employment Terms: **Permanent, Full Time, Hybrid Working model**

Reports to: **Associate Director, Marketing and Communications**

For more than 50 years, Special Olympics Canada, a program within the worldwide movement, has been dedicated to enriching the lives of Canadians with an intellectual or developmental disability through active participation in sport. Special Olympics Canada is a national, grassroots, charitable organization that provides best of class sport training, nutrition education, health screenings and competition opportunities for athletes of all ages and abilities. Year-round programming is available in hundreds of communities across Canada, supported by thousands of volunteers. Special Olympics is an inclusive movement powered by sport - transforming the lives of individuals and families, while creating more inclusive communities from coast to coast to coast. Special Olympics Canada's programs are funded and supported by; individual donors, corporate sponsorship, fundraising activities, Federal/Provincial/Territorial governments, foundations, and the involvement of volunteers in communities across the country. Special Olympics in Canada follows a federated program delivery model with a National Office and incorporated Chapters in twelve Provinces and Territories.

### **POSITION SUMMARY:**

In this newly created role, the **Coordinator, Marketing and Communications** will be an integral member of a growing, innovative, and high-performing team under the leadership of the VP, Brand, Marketing and Communications, while reporting directly to the Associate Director, Marketing and Communications. You will play a key role in developing and executing print and digital content, and coordinating multi-channel marketing campaigns that drive national brand awareness, corporate partner activations, and individual giving. This is a unique opportunity to gain hands-on experience across a broad range of projects—from national campaigns and media relations to developing toolkits for local Chapters. As part of a mission-driven organization, you will help elevate the visibility and impact of Special Olympics across Canada, championing inclusion and empowering athletes nationwide.

### **JOB DUTIES & RESPONSIBILITIES:**

#### ***Brand Awareness***

- Contribute to the development and execution of national brand awareness campaigns across print and digital channels.
- Assist in developing speeches and presentations for the Executive Leadership Team.
- Lead the production of the organization's Annual Impact Report and Mid-Year Report.

- Support media relations activities, including drafting media materials and coordinating interviews.
- Help maintain brand guidelines and support brand training across Chapters and partners.
- Help manage and prioritize organizational marketing and communications requests, working collaboratively with the team to ensure balanced and efficient workflow.
- Support the maintenance and updating of shared marketing resources and templates to support cross-departmental consistency and efficiency.

### ***National Partner Campaigns***

- Support year-round Special Olympics awareness initiatives, including the creation of toolkits for Chapters, Corporate Partners, and Ambassadors.
- Support on development of national marketing campaigns with National Partners, including Tim Hortons, CIBC and Empire
- Propose new ideas and innovative solutions to strengthen marketing for Corporate Partner, Fundraising, and Sport campaigns.
- Collaborate with the Business Development team on National Partner activations, co-branding initiatives, promotional materials, and other marketing deliverables.
- Support the development of compelling partnership prospect pitch decks.
- Compile post-campaign reports that highlight marketing and communications tactics, performance metrics, and key insights.

### ***Event Marketing***

- Provide marketing and communications support for flagship events, including LIMITLESS: The Special Olympics Canada Gala and the National Awards Night

### ***Email Marketing***

- Design and email marketing campaigns to support Individual and Corporate giving and stewardship, in partnership with IDMP and Business Development.
- Provide analysis on email marketing trends and SOC's analytics as compared to industry averages and make recommendations on how to improve

### ***Website***

- Support website updating and posting across all departments
- Provide regular updates on ROI and analytics for website, including making recommendations on best practices

### ***National and World Games Marketing***

- Support the Games Organizing Committee (GOC) and Chapters to plan and deliver communications for National Games, including lead-up, on-site, and post-event coverage to maximize external exposure.

- Support the Communications Liaisons and marketing efforts for Special Olympics Team Canada by development and distribution of real-time, bilingual stories, social media content, videos, and other materials.
- Support the coordination of content creation and distribution to media outlets, working closely with service providers as needed.
- Assist in developing and maintaining content calendars and production timelines for Games-related marketing and communications.
- Help ensure brand consistency and quality control across all Games-related marketing and communications materials.
- Help maintain and update the Special Olympics Team Canada website to ensure accurate, engaging, and timely content.

## **EMPLOYMENT QUALIFICATIONS:**

### **Requirements:**

- Bachelor's degree from a post-secondary institution, ideally in Communications, Marketing, or a related field.
- Experience in marketing and communication or a related field, ideally in a nonprofit environment
- Strong organizational and project management skills.
- Ability to work independently and as part of a team.
- High level of professionalism and discretion in handling sensitive information.
- Proactive, people-oriented, and adaptable, with strong judgment and the ability to build positive relationships across multiple stakeholder groups
- Excellent written, verbal, and interpersonal communication skills

## **WORKING CONDITIONS:**

- The position is performed in a hybrid (home/office) work environment (currently two days per week in office – Wednesdays and Thursdays), primarily sitting and working on a computer.
- The position is based in Special Olympics Canada's office in Toronto at 21 St. Clair Ave. East.
- Occasional travel and weekend work is required to attend events.

## **COMPENSATION AND BENEFITS:**

Salary will be in between \$50,000 – 55,000, commensurate with skills and experience. Employees enjoy generous vacation, participation in an employee sponsored Registered Pension Plan, comprehensive group health and dental

insurance, flexible working environment, and a collaborative and supportive hybrid environment.

### **APPLICATION DETAILS:**

An equal opportunity employer committed to employing a diverse workforce, Special Olympics Canada invites all interested individuals to apply and encourages applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions. Special Olympics Canada is committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please advise Special Olympics Canada in confidence.

If you do not see yourself fully reflected in every job requirement listed in this posting, we encourage you to consider the role. Research has shown candidates from underrepresented groups often only apply when they feel 100% qualified. We encourage applicants who are members of groups that have been marginalized on any grounds enumerated under the Ontario Human Rights Code to consider this opportunity.

With gratitude and respect, we acknowledge that the Special Olympics Canada office is located on the traditional territories of many nations including the Huron-Wendat, the Seneca, the Haudenosaunee Confederacy, and the Mississauga's of the Credit. We also recognize that this land remains the home to many diverse First Nations, Métis, Inuit and Indigenous Peoples today.

If you are looking for an outstanding challenge, working with a great team, apply now! Please email a resume and cover letter, to **[communications@specialolympics.ca](mailto:communications@specialolympics.ca)** with "Application for Coordinator, Marketing" in the subject line. Only those selected for an interview will be contacted.