



JOB DESCRIPTION – Athlete Ambassador

COMPANY OVERVIEW

Tourism Calgary is thrilled to have secured the Special Olympics Canada Winter Games Calgary 2024 (SOCWG Calgary 2024) for the city from February 27 to March 2, 2024. The Games Organizing Committee (GOC) is seeking up to two local Special Olympic Athletes to serve as Athlete Ambassadors to support the continued momentum of the event.

The Athlete Ambassador(s) will aid in the promotion and awareness of SOCWG Calgary 2024, while offering their unique insight and experiences as a Special Olympics athlete. The successful candidate(s) will work with a variety of key contributors and community partners through event promotions, public speaking (school programs, receptions, etc.), media interviews, social media content creation, disability-inclusion advocacy and awareness, and other Games and community profiling events and activities. The Athlete Ambassador(s) will be a former or current athlete who has participated in Special Olympics at a local, provincial, national or world level, and is currently local to the Calgary region.

SOCWG CALGARY 2024 SUMMARY:

The Special Olympics Canada Winter Games Calgary 2024 are a multi-sport national event for athletes with an intellectual disability. The Games will take place in Calgary, Alberta from February 26 to March 3, 2024, and include over 1,200 athletes, coaches, and mission staff from across Canada. The Games include competition in eight official Special Olympics sports: alpine skiing, bowling (5-pin), cross country skiing, curling, figure skating, floor hockey, short-track speed skating and snowshoeing. These national games are the qualifying event for athletes to become members of Team Canada attending the Special Olympics World Winter Games 2025. The Special Olympics Canada Winter Games are organized and executed within a collaborative environment between Special Olympics Canada (SOC), Tourism Calgary and the local Games Organizing Committee (GOC).

THE POSITION

POSITION TYPE: Paid, casual/part-time (up to 10 hours a week)

COMPENSATION: \$20/hour

NUMBER OF POSITIONS: Up to 2 (non-permanent)

TERM: June 2023 – March 2024

KEY RESPONSIBILITIES:

- Work collaboratively with the GOC to deliver a first-class special event for hundreds of athletes, volunteers, officials, spectators, and guests.
- Provide insight on a Special Olympics athlete's experience to the Games committee at regularly scheduled meetings leading up to the games.
- Be a liaison with the Special Olympics Alberta Athlete Leadership Council to gain perspective from athletes around the province.



- Act as a community ambassador for Tourism Calgary hosting the Special Olympics Canada Winter Games Calgary 2024, and profiling key contributors of the Games.
- Support promotion of the Special Olympics Canada Winter Games Calgary 2024 through numerous public and community relations activities, including occasional public speaking at public events and programs associated with the Games.
- Deliver on-camera and/or radio interviews leading up to, during, and shortly after the Games.
- Work with the GOC Local Engagement, Marketing and Communications teams on Games programs, sponsorship recognitions, volunteer recruitment, school programs, and other initiatives, as well as storytelling and athlete engagement experiences.
- Along with the GOC Legacy and Sponsorship teams, attend meetings with prospective sponsors and key contributors to provide background on the Games experience and why businesses and community partners would value the opportunity to support the Games.
- Support volunteer recruitment and training for the GOC.

SKILLS AND ABILITIES:

- An outgoing personality suitable for public speaking and on-camera work.
- Good at storytelling regarding an athlete's experience with Special Olympics.
- A strong sense of professionalism suitable for working and meeting with numerous key contributors such as community groups, sponsors, volunteers, venues, elected officials, and more.
- Passionate about sport, culture, building healthy communities and proud of being a Special Olympics athlete.
- Good at engaging people through various media platforms and in person.
- Computer skills; comfortable with email communications, downloading attachments, familiar with Microsoft office.

QUALIFICATIONS

- Must be a former or current athlete who has participated in Special Olympics at a local, provincial, national or world level, and is currently local to the Calgary region, or surrounding area.

CONDITIONS of EMPLOYMENT:

- Submission of Satisfactory Criminal Record Check
- Submission of Satisfactory Vulnerable Sector Check
- Ability and willingness to workdays, evenings, and weekends
- Must be available to work more regularly from October 2023 – February 2024, and additional hours during the Games from February 26 – March 3, 2024.

APPLICATION PROCESS:

Reply in confidence with a cover letter and resume by Wednesday, May 10, 2023, to:



Roxanne Wideen, Director, HR, Tourism Calgary
Email roxanne@tourismcalgary.com

Please note only those selected for an interview will be contacted.

Tourism Calgary values diversity of expertise, talent and opinion which creates an innovative and collaborative environment. We are committed to a respectful and inclusive workplace and welcome applications from all qualified individuals. As an inclusive employer, please let us know if you require an accommodation during the hiring process. If you are selected for an interview, we will be in touch regarding your request