

Triathlon Canada

Contract Position – Communications and Digital Content Coordinator

Starting Date: September 5, 2023 **End Date:** June 30, 2024

Remuneration: \$25 per hour

Expected time commitment: 20 to 25 hours per week.

Position: Communications and Digital Content Coordinator

Location: Victoria, BC

ABOUT TRIATHLON CANADA

Triathlon Canada is the governing body of the sport in the country. Triathlon Canada's more than 22,000 members include athletes, coaches, and officials from the grassroots to elite levels. Triathlon Canada supports athletes in reaching the Olympic and Paralympic podium, but we also inspire any Canadians who just want to discover what they're made of. Creating a culture of gold medal performances, Triathlon Canada is a national organization dedicated to promoting excellence in the sport. Our team of dedicated professionals are committed to the same expectation we have of our athletes and coaches who represent us: being the best in the field, whether it's on the racecourse, in the training environment or in the offices and boardroom.

ABOUT THE POSITION

The purpose of this contracted position is to lead the development, organization, and distribution of content for Triathlon Canada's core programs. This role will help shape and share Triathlon Canada's stories through various mediums and channels and create depth in materials and resources to ensure delivery of robust programs across Triathlon Canada's many portfolios. Key objectives of the position are:

Communications

- Support the development of digital content around the sport of triathlon with a focus on human interest pieces (video, interviews, photos, etc.)
- Coordinate the creation of a photo library organized by program area.
- Coordinate the creation of a video library organized by program area.
- Assist with updating the content and graphics on the Triathlon Canada website.
- Support the Communications Manager in the delivery of Triathlon Canada's communications strategy ensuring regular and consistent touchpoints with the community.
- Coordinate and create content for social media channels and newsletters.

Content Development

- Catalogue and build on the existing library of coaching, Technical Official, Race Director materials and resources to supplement coach education and provide recognition to these stakeholders in Canada.
- Ensure content for coaches and technical officials is available on the Triathlon Canada website and in the education portals for both programs as appropriate.



Community Outreach

- Coordinate the delivery of webinars for various audiences and ensure sessions are recorded and included in Triathlon Canada's video bank.
- Work with SportShare to maximize Triathlon Canada's presence on the service and ensure content is appropriate and valuable to our members.

EXPERIENCE & QUALIFICATIONS

- Experience in the areas of communications, writing, or digital content generation (2 years)
- Experience in editing video files
- Experience with various social media channels and tracking metrics
- Strong writing and editing skills (ideally in French & English)
- Detail-oriented, able to meet deadlines and multi-task with limited supervision.
- Strong skillset with Microsoft office including Word and PowerPoint

Strong skillset and experience with software such as Zoom, MailChimp and Survey Monkey

TIMELINE

We thank all candidates for their interest. Only qualified candidates will be contacted and invited to an interview. The start date will be confirmed with the candidate with an ideal start date in September 2023.

REPORTING STRUCTURE

This position will report to the Director of Sport Development and work closely with the Communications Manager.

APPLICATION

Candidates should email applications director to Rachel Macatee at Rachel.Macatee@triathloncanada.com by **July 21st, 2023**. Please indicate "Communications and Digital Content Coordinator" in both the subject line of your email and your covering letter.