



JOB DESCRIPTION:	MANAGER, COMMUNICATION & MEDIA RELATIONS	CURLING CANADA
DEPARTMENT:	Communication & Media Relations	
WAGE CATEGORY:	Salary Range \$59,000-\$75,000	
REPORTS TO:	Director, Communication & Media Relations	
REVISION DATE:	May 17, 2018	

**JOB STATEMENT:**

The Manager, Communication & Media Relations will play a critical role in achieving Curling Canada strategic business priorities as they relate to:

- Raising the profile of Curling Canada, our sport, championship events, and our athletes through all forms of media – traditional, social and otherwise.
- Work cooperatively with Events to market themselves within communities and build ticket sales.

The Manager will report to the Director, Communication & Media Relations and be required to maintain an effective and collaborative working relationship with the Chief Executive Officer, the Executive Director of Corporate Services, General Manager of Event Operations, Event Managers, Director of High Performance, Director of Championship Services and Club Development, and various stakeholders and contract employees.

**ESSENTIAL FUNCTIONS:**

Without limiting the generality of the foregoing in any way, key duties shall include:

- Managing the overall communications of the organization. This position will contribute to the communication plan, media relations policy and the overall program for Curling Canada, including internal and external communications and related quality assurance.
- This position will play a significant role in all Curling Canada media releases, publications, annual report, brochures, and on-line communications.
- This position will serve as a primary media contact for Curling Canada and its portfolio of championship events to help liaise with local and national media. In turn, this position will ensure that the designated spokesperson(s) of Curling Canada will be well positioned and provided with the media opportunities to deliver the key messages to the media on behalf of the organization.
- Working on-site at Curling Canada championship events, liaising with accredited broadcast, print and online media as well as broadcast partners, writing draw reports and posting them on Curling Canada websites.
- Social media posts, with accompanying photographs/video.
- Preparation of event media guides.
- Other duties as assigned by the Director, Communications and Media Relations

## JOB SPECIFICATIONS/QUALIFICATIONS:

### **Education & Experience:**

- Education – Successfully completed a Degree in Communication/Journalism (recognized in Canada) or equivalent and relevant post secondary education at the college or university level.
- Experience - Minimum of five years full time and paid work experience in Communication/Journalism, preferably in sports-related field.

### **Knowledge:**

The incumbent must have substantive knowledge in the following areas:

- Sport of curling, its rules, its history, its personalities.
- Social media trends/platforms (expertise with SproutSocial would be an asset)
- Canadian Press style for written communication
- Google, Windows and Mac environments

### **Skills:**

The incumbent must demonstrate the following skills:

- Deadline writing ability, concise and accurate written and verbal communication
- Text and photo editing skills, video preferable
- Awareness and sensitivity to existing and future relationships between Curling Canada and business partners. Positively represent Curling Canada with internal and external stakeholders.
- Analytical and problem solving skills
- Decision-making skills
- Effective verbal, listening and communications skills
- Superior management and team skills, ability to constructively influence and engage direct reports and peers
- Ability to speak and write in French an asset.

### **Personal Attributes:**

The incumbent must maintain strict confidentiality in performing the duties of the Manager, Communication & Media Relations. The incumbent must also demonstrate the following personal attributes:

- Consistently demonstrate sound work ethics and values (e.g., be organized and plan effectively; be honest and reliable; always respectful of others).
- Be able to travel extensively, primarily during the winter months (time off in lieu of paid overtime).

A positive reference and police check is required