



Atlantic Division CanoeKayak Canada

PO Box 295 Station Main

Dartmouth, NS B2Y 3Y3

(902) 466-9925

www.adckc.ca

Marketing & Communications Coordinator:

Employer: Atlantic Division of CanoeKayak Canada

Number of Positions: 2

Work Term: May 25, 2021 - August 28, 2021 (approximately)

Deadline for applications: Sunday March 14, 2021

Requirements:

All applicants must be a student in a full-time post-secondary program or a high school student. In either instance, the applicant must also be intending to return to full-time post-secondary studies in the fall of 2021. Must be available evenings and weekends as well as through the week.

Job Description:

The Marketing & Communications Coordinators will assist the Atlantic Division of CanoeKayak Canada with communications to a variety of internal and external audiences, including Member Clubs, the general public, media, and athletes.

The Communications Officer will promote paddle sport in Atlantic Canada and handle requests from the media.

The student will be under the direction of the Executive Director, a staff position of the Atlantic Division. The Executive Director will arrange the training and performance evaluation for the student, monitoring the weekly activities, and approving operating plans, verification of statistics and weekly working hours. The student will also work on a general basis with the Chair of Media Relations (Volunteer Board position).

Our ideal candidates:

- Have excellent interpersonal skills
- Highly organized with good time management capabilities
- Have a high degree of motivation
- Self-starter and willing to take on new projects with little direction
- Excellent understanding of Social Media platforms including Facebook, Instagram, Twitter, and LinkedIn
- Basic knowledge in photography and photo editing
- Website administration experience with SquareSpace or Wix
- Immaculate writing skills for blog posts and social media content
- Detail-oriented and is capable of layout and design of promotional materials
- Working with software including, but not limited to, Canva, Photoshop, and MailChimp

Since 1956, the ADCKC has supported paddle sport and our member clubs in Atlantic Canada.



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- Basic video shooting and editing skills
- Ability to manage Squarespace website analytics and Facebook analytics
- Basic knowledge in how to run email campaigns
- Administrative support with knowledge of Microsoft Suite and Google Documents

Work tasks will include:

- All required updates to the ADCKC website and general website administration.
- Creation and distribution of the ADCKC newsletter.
- Frequent communication with ADCKC's Member Clubs.
- Respond to various media inquiries in a timely and effective manner.
- Research and provide input on the ADCKC annual Communications Plan.
- Community outreach and general promotion of paddle sport in Atlantic Canada.
- Lead other public awareness initiatives as directed, such as: Open Houses, community displays, media events and so on.
- Frequent updates to the ADCKC's Facebook group, Instagram and Twitter accounts.
- Take photographs and video as required.
- Prepare media releases.
- Must be available some evenings and weekends.
- Develop and design promotional materials for the ADCKC.
- Assist the Operations Manager with office duties as directed.
- Attend meetings as directed by the Executive Director or Technical Director
- Maintain duty log

Please submit cover letters & resumes to:

robin@adckc.ca (only candidates being considered will be contacted)

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