



# ROWONTARIO

## Employment Opportunity

### Coordinator, Events & Marketing

ROWONTARIO is recognized by the Ministry of Tourism, Culture and Sport as the not-for-profit governing body for rowing in the Province of Ontario. We are a volunteer-led organization of over 60 members clubs and over 8000 individual members, delivering programs to support the development of rowing athletes, coaches, officials and clubs across Ontario.

Reporting to the Manager, Member Services, the Coordinator, Events & Marketing's primary task will be to assist in the planning and management of ROWONTARIO's two marquee regattas: ROWONTARIO Masters Championships (July 19, 2015) and ROWONTARIO Championships (July 25-26<sup>th</sup>, 2015) in Welland, Ontario.

#### **Job Description:**

##### **Event Support**

- Maintain event workback schedule for each regatta/event, including ROWONTARIO Championships, ROWONTARIO Masters Championships, and other events as directed
- Order/coordinate equipment and supplies as required for the execution of the events
- Lead and/or assist with set-up and breakdown for events
- Oversee management of all tasks associated with regatta on-site promotions, including signage, and logistical setup
- Work directly with Manager, Member Services to ensure all activation sponsor needs are met
- Lead on-site Twitter and Facebook communications during events
- Retail support for various on-site activation opportunities including ROWONTARIO webstore inventory and fulfillment
- Provide post-event report that includes event highlights and recommendations for improvement
- Assist in the development of a new Welland-based festival event that leverages local organizations/businesses and promotes tourism

##### **Marketing/Communications Support**

- Assist in the development and maintenance of a comprehensive communications and marketing plan
- Help ensure internal and external marketing efforts regularly meet brand standards
- Coordinate the development and production of communication materials
- Develop and execute marketing tactics and projects in a timely manner and within budget
- Collaborate on social media updates and content addition under direction of Manager, Member Services
- Develop and produce videos and weekly blogs to share through social media and at events

##### **General Support**

- Liaise with relevant staff members on approvals and assignments i.e., Shells & Sails, Sport Development, etc.
- Maintain positive working relationships with ROWONTARIO stakeholders, including member clubs, athletes, coaches, and volunteers
- Answer member inquiries in a professional and polite manner
- Perform other tasks as required by Manager, Member Services or the Executive Director

#### **Key Attributes:**

The Coordinator, Events & Marketing must possess the following attributes:

- Sport Management/Administration background an asset
- Have strong communication skills, both written and verbal
- Be administratively organized and detailed oriented.
- Must be able to handle multiple tasks simultaneously and the ability to set/reset priorities
- Ability to take the lead on projects
- Present a professional and mature attitude in dealing with stakeholders.
- Computer/internet savvy including all Microsoft Office applications and social media.
- Knowledge of Adobe Photoshop and Adobe Illustrator an asset
- Knowledge of video production/animation an asset
- Knowledge of the Canadian sport system and the provincial rowing environments an asset.

**Eligibility**

- As this position is subsidized by the Government of Ontario's Summer Experience Program, eligible applicants must be:
  - A student currently enrolled in a post-secondary institution or within of graduation and have reached the age of 15 and not yet reached the age of 25 upon commencement of employment or up to 29 years for persons with a disability, if disabled, within the meaning of s.10 of the Ontario *Human Rights Code*, R.S.O. 1990, c. H.19, as amended from time to time
  - Proof of enrolment must be provided to the employer upon commencement of employment
  - A resident of Ontario and eligible to work in Canada

**Terms:**

- Typical ROWONTARIO office hours are Monday – Friday, 8:00am to 4:00pm, however occasional weekend and evening work is required of the Coordinator, Events & Marketing
- Duration: Full-time (average 35 hours per week), beginning June 1, 2015 and ending August 24, 2015

**Compensation:** This position is supported by the Government of Ontario's Summer Experience Program. The Coordinator, Events & Marketing will be compensated at a rate of \$11-13/hour, based on experience. Pre-approved eligible expenses will be reimbursed.

Please submit a cover letter and resume to: [hiring@rowontario.ca](mailto: hiring@rowontario.ca) before **noon (12pm EST) on Wednesday May 20, 2015**. We appreciate the interest of all applicants, however only those selected for an interview will be contacted.