



INDIGENOUS SPORT & WELLNESS ONTARIO

Position: Manager, Marketing & Communications

Location: 1090 Aerowood Drive, Unit #1A, Mississauga, Ontario

Term: Full-Time, 6 Month Contract, with opportunity for renewal based on performance.

Salary: Based on qualifications and experience.

Closing Date: This position will be posted until filled.

Perks and Benefits

- Cultural Leave: Leave with pay (after three months probation) for cultural purposes for up to five days per year (sweats, feasts, ceremonial cycles, etc.).
- Professional Development Stipend: To encourage our team to keep growing, we offer a stipend for continued learning.
- Technology: Get hooked up with a laptop to do your best work.

About ISWO

ISWO is the designated Provincial/Territorial Aboriginal Sport Body (P/TASB) for the province of Ontario, funded through the Ministry of Tourism, Culture and Sport and Sport Canada. ISWO serves all Indigenous Peoples and communities across Ontario, including First Nations, Inuit and Métis, living on and off-reserve, in rural and urban settings, encompassing more than 350,000 Indigenous Peoples in the province.

ISWO promotes and creates opportunities for participation in sport and cultural activities that promote wellness and positive lifestyles for Indigenous Peoples across Ontario. ISWO is recognized by the Aboriginal Sport Circle (ASC) and the North American Indigenous Games Council, and is the designated sport body for the development, selection and management of Team Ontario, for participation at the National Aboriginal Hockey Championships and North American Indigenous Games.

For more information, please visit iswo.ca.

Position Overview and Description

The Manager, Marketing and Communications, under the supervision of the Team Lead, Marketing and Communications, will lead, develop and oversee ISWO's public-facing communication channels, which includes digital and web content; social media platforms; monthly e-newsletters; blog and app posts; and print collateral. The Manager will support programming staff in achieving their deliverables and goals by developing marketing and





promotional materials (which align with the brand guidelines and positioning of the organization), providing relevant messaging, and leveraging digital communications and social media platforms to amplify programs and participation.

This person will also oversee media relations and work with program staff to gather data and stories of program results and community impact. Importantly, the Manager, in consultation and collaboration with senior management and program staff, will lead the curation and management of content on the MyISWO portal, Well Nation App, and ISWO website. The Manager will also support ISWO's major events and Games, including the preparation of Team Ontario for participation in the North American Indigenous Games and the National Aboriginal Hockey Championships; the planning and delivery of the Masters Indigenous Games; and the Ontario Indigenous Summer Games.

Primary Responsibilities:

Communications and Marketing

- Manage the digital communication channels, including website, My ISWO portal, e-communications, Well Nation blog and social media platforms.
- Manage the development of communications collateral such as program posters and postcards, brochures, schedules, event programs, pamphlets, take-aways, videos, etc.
- Support and implement digital communications strategies to engage internal and external audiences, increase awareness and strengthen the ISWO brand.
- Support the various programs, events and initiatives, across multiple brand platforms and communication channels, with the creation, integration and publishing of on-brand, timely and relevant marketing pieces (tailored to specific target audiences) and initiatives.
- Develop monthly editorial calendars and syndication schedules, for review and approval.
- Perform a quarterly social media audit to assess performance metrics, establish benchmarks and verify user access and passwords for all channels managed by ISWO.
- Research, write, edit and update content for the ISWO website, to ensure the website is up-to-date and accurately reflects ongoing activities and program information.
- Work with key internal role-players to brainstorm content ideas, in line with the organization's strategy and in support of various brand and program initiatives.
- Work closely with internal and external stakeholders to share stories that demonstrate organizational impact.
- Work closely with the Senior Management team and the Manager of Marketing and Communications, to ensure that staff and board members are positioned for success as brand ambassadors.
- Maintain accurate internal contact and external distribution lists.
- Capture and archive digital communications assets, including graphics, photos and videos.
- Ensure marketing and communications best practices are implemented and maintained.
- Take the initiative to propose new ideas, best practices, and industry trends, in relation to the organizations use of digital content and social media platforms.





Adhere to the company's style guide and brand positioning, ensuring that ISWO produces high-quality and error-free copy and content.

Media Relations

- Execute an organizational media relations strategy.
- Serve as the initial media contact, responding appropriately and timely to media inquiries as needed.
- Proactively seek media coverage to promote ISWO's programs and events.
- Provide media relations support in order to build and enhance relationships with reporters, editors and content producers.
- Research, write, edit and distribute media relations materials, including media releases, media advisories, key messages, media guides and media notes, under the direction and approval of a supervisor.
- Maintain media contact lists and coordinate media monitoring efforts.

Other

- Act as an ISWO ambassador; communicate and promote ISWO programs and initiatives to a range of audiences at every opportunity.
- Follow established and approved processes, policies and financial control systems including: reconciliations, expense claim reports, contractual arrangements and others as stipulated.
- Attend and actively participate in staff meetings as required.
- Perform others related duties as assigned.

Qualifications:

- Graduation from a post-secondary education program in a field relevant to communications, public relations, marketing, journalism; or an equivalent combination of education and experience.
- Three to five years of relevant experience in marketing and communications, preferably in the non-profit sector, with some experience leading a team and planning strategy.
- Excellent writing, editing and communication skills.
- Clear understanding of emerging social media strategies, best practices and industry trends.
- Social media management, analytics and publishing experience, including Facebook, Twitter, and Instagram.
- Experience and ability to use photo and video editing and design software, such as InDesign or Illustrator to create customized graphics according to pre-determined specifications and brand guidelines.
- Demonstrated ability to understand and reflect the organizations brand position, key messages, core programs and initiatives.
- Extreme attention to detail, and the ability to filter and focus on what's important.





- Demonstrated ability to write clear, engaging, and grammatically correct content.
- Ability to generate and implement new, creative ideas to enhance communications and impact.
 - A commitment to meeting deadlines, and communicating with project managers and other team members, in regards to your progress.
 - Experience with online communication tools, including email campaigns, social media scheduling software, survey software and G Suite by Google.
 - Working knowledge of modern content creation and publishing tools such as WordPress, SharePoint or Drupal.
 - Ability to exercise good judgement and follow the processes and guidelines in place, particularly in regards to approvals, implementation and evaluation of digital content.
 - Organized, efficient, reliable and detail-oriented with strong interpersonal skills and a commitment to collaborative teamwork.
 - Understanding of the Indigenous Sport System (North American Indigenous Games, National Indigenous Hockey Championships and Little NHL) and Canadian Sport System (Canada Games, Ontario Games, National Coaching Certification Program) is an asset.
 - Experience and knowledge of Indigenous communities such as First Nations, Metis and Inuit.
 - A demonstrated commitment to high professional ethical standards and a diverse workplace.
 - Excellent customer service skills, and a positive and resourceful personality.

How to Apply:

Please submit a cover letter and résumé highlighting pertinent education, work experience and contact information for three professional references to the HR Committee at careers@iswo.ca with the title of the position as the subject line.

Indigenous Sport & Wellness Ontario (ISWO) is an equal opportunity employer. We thank all applicants for their interest and invite applications from Women, Indigenous Peoples, Persons with Disabilities and Visible Minorities, however only those selected for an interview will be contacted. Preference will be given to qualified Indigenous candidates (First Nations, Métis and Inuit).

