



Manager, Marketing & Communications

Indigenous Sport & Wellness Ontario (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.

Position Overview and Description

- The Manager, Marketing and Communications, under the supervision of the Team Lead, Marketing and Communications, will lead, develop, and oversee 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 employee's portal, applications, and company website.
- The Manager will also support 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:

- 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 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 the company.
- Research, write, edit and update content for the 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 produces high-quality and error-free copy and content.
- Media Relation and Execute an organizational media relations strategy.
- Serve as the initial media contact, responding appropriately and timely to media inquiries.
- Proactively seek media coverage to promote 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.
- Act as an Company ambassador; communicate and promote company 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.

Qualifications:

- Graduation from a post-secondary education program in a field relevant.
- Five years of relevant experience in marketing and communications.
- Excellent writing, editing and communication skills.
- Clear understanding of emerging social media strategies, best practices and industry trends.
- 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.
- Ability to generate and implement new, creative ideas to enhance communications and impact.
- 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.

A resume with cover letter is to be submitted to careers@iswo.ca.

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

