



WHEELCHAIR BASKETBALL CANADA SEEKS MARKETING AND COMMUNICATION DIRECTOR

(Ottawa, Ont.) Wheelchair Basketball Canada (WBC) is seeking an experienced and strategic **Marketing and Communications Director** to lead and execute the organization's marketing, communications, and public relations strategies. This is a senior leadership role responsible for enhancing WBC's brand visibility, increasing engagement across diverse stakeholder groups, and leading the marketing and communication strategy of key events, including the **2026 Wheelchair Basketball World Championships**.

The successful candidate will work collaboratively with internal teams, athletes, coaches, and external partners to ensure consistent messaging, build community relationships, and elevate the profile of wheelchair basketball at the national and international levels. This is a high-profile opportunity to make a lasting impact in promoting parasports, fostering partnerships, and building a global audience for wheelchair basketball.

Key Responsibilities:

1) Marketing Strategy and Execution:

- Lead the development and implementation of comprehensive marketing strategies to promote wheelchair basketball and increase fan engagement, sponsorships, and media coverage.
- Oversee the creation of all marketing materials, including digital campaigns, print collateral, promotional videos, and event materials.
- Drive the growth of WBC's digital presence across websites, social media, and email marketing platforms.
- Plan and execute national and regional marketing campaigns aligned with organizational goals and sponsorship activations.
- Lead the marketing and communication strategy for the **2026 Wheelchair Basketball World Championships**, working closely with the event team to build anticipation, drive ticket sales, and engage both local and international audiences.
- Manage and report on relevant budgets.





2) Communications and Public Relations

- **Strategy and Execution:**

- Lead the development and implementation of a comprehensive communications strategy to effectively tell the story of wheelchair basketball, athletes, and key initiatives, increasing growth of the sport.
- Oversee the communications operational plan for WBC, ensuring consistent messaging across all platforms.
- Oversee media outreach and public relations efforts to maximize coverage of key events, including the **2026 World Championships**, athletes, community initiatives and organizational achievements.
- Coordinate crisis communication and manage brand reputation across all communication channels.

- **Content Creation and Storytelling:**

- Lead the production of engaging content that highlights the achievements of athletes, coaches, and other stakeholders, while showcasing the positive impact of wheelchair basketball on Canadian communities.
- Oversee the development of multimedia content (photos, videos, and social media assets) to support campaigns and event promotions.
- Ensure all content adheres to WBC's brand voice, values, and messaging.

- **Digital Marketing and Social Media:**

- Drive the digital marketing strategy to grow WBC's online presence, with a specific focus on the **2026 World Championships**.
- Oversee social media campaigns that increase engagement with both existing fans and new audiences, including fans of wheelchair basketball globally and build online communities.
- Use analytics tools to track and report on performance metrics, offering actionable insights to improve engagement and reach.





- Develop creative content strategies to grow WBC’s digital footprint, increase website traffic, and improve social media engagement.

3) Sponsorship and Partnership Marketing:

- Work closely with the Sponsorship Lead to develop marketing initiatives that support and activate corporate partners and sponsors, ensuring their branding and messaging are integrated into both WBC’s and the **2026 World Championships** promotional efforts.
- Create and manage sponsorship collateral, ensuring that partners’ branding and messaging are effectively integrated into marketing materials and events.
- Develop strategies to attract new sponsors and build long-term partnerships.

4) Event Promotion and Stakeholder Engagement:

- Lead the marketing and communication efforts for wheelchair basketball events, including the **2026 World Championships**, National Championships, International competitions, and community outreach programs, ensuring all stakeholders—athletes, fans, sponsors, and media—are informed and excited about the event.
- Coordinate promotional efforts for various WBC programs and initiatives, creating synergy between national programs and global events.

5) Marketing and Communication Strategy for the 2026 World Championships (Report to the Executive Director of the 2026 World Championships):

- **Event Promotion and Marketing Campaigns:**
 - Create an integrated marketing plan to generate excitement, drive ticket sales, and enhance global, national and regional visibility for the 2026 World Championships.
 - Develop a robust digital strategy, including social media engagement, targeted advertising, and content creation tailored to diverse audiences (fans, sponsors, partners).
 - Collaborate with local organizing committees, sponsors, media partners, and international federations to ensure the event is promoted globally.





- **Branding and Visual Identity:**

- Oversee the development of the 2026 World Championships branding and visual identity, ensuring alignment with WBC's overall brand guidelines while creating a distinct event experience.
- Create promotional assets such as posters, videos, event signage, and social media content to reinforce the event's messaging and create excitement.

- **Sponsorship and Partnership Activation:**

- Work with the Partnership Lead to integrate sponsors and partners into the event's marketing strategy, ensuring maximum exposure and ROI for all stakeholders.
- Activate sponsorship campaigns through targeted content, events, and social media shout-outs to ensure visibility.

- **Media and Public Relations:**

- Develop a public relations and media plan to ensure high awareness and engagement with local and international media.
- Develop media partnerships and outreach strategies to ensure broad media coverage before, during, and after the event.
- Manage media requests and develop key messages to support Senior leaders and spokespersons for the 2026 World Championships when appropriate.
- Organize press conferences, media events, and on-site interviews to maximize coverage and exposure.

6) Team Leadership and Collaboration:

- Manage and mentor a small team of marketing and communication professionals, providing guidance, support, and professional development opportunities as appropriate.
- Collaborate with internal teams (athletes, coaches, and administrators) to ensure marketing and communications activities are aligned with WBC's mission and strategic objectives.





7) Budget Management:

- Manage, and oversee marketing and communications budgets for various initiatives, including the **2026 World Championships**.
- Ensure that all marketing and communications activities are executed within budget, providing cost-effective strategies and tracking financial performance.
- Collaborate with the Chief Executive Officer and other key leaders to allocate resources effectively and optimize budget utilization.

Additional Responsibilities

- Collaborate with Senior staff in the following departments Marketing and Communications, High Performance, Domestic Operations and Worlds 2026;
- The Marketing and Communications Director shall also undertake other tasks, activities and responsibilities as he/she deems to be appropriate to fulfill the responsibilities of the position, and as agreed to by the Chief Executive Officer.
- All employees must be aware that as an employee of WBC, he/she is an ambassador of the organization to the WBC membership, and to the national and international sport community and must represent the organization in a professional and appropriate manner at all times.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (or equivalent experience).
- Minimum of 7 years of experience in marketing and communications, with a focus on sports, large-scale events, or nonprofit sectors. Experience in managing high-profile sporting events, such as championships or tournaments, is preferred.
- Proven track record of developing and executing successful marketing and communications strategies, PR strategies and executing digital marketing initiatives.
- Strong knowledge of digital marketing, social media platforms, and content management systems.





- Exceptional written, communication and analytical skills, with a demonstrated ability to craft compelling narratives for diverse audiences.
- Experience in media relations, including working with journalists, securing media coverage, and handling crisis communication.
- Experience leading and mentoring a team of marketing and communication professionals, with strong leadership skills and the ability to inspire others.
- Strong project management skills and the ability to manage multiple initiatives simultaneously.
- Proficiency with design software (Adobe Creative Suite) and video editing tools is an asset.
- A strong understanding of and passion for disability sports and inclusivity in sport.
- Oral/written fluency in both official languages considered an asset;

Attributes:

- Strategic, creative and innovative thinker with strong project management skills and the ability to execute complex initiatives.
- Excellent interpersonal and communication skills with the ability to build relationships and work effectively with diverse stakeholders.
- Self-motivated, results-oriented, and able to thrive in a dynamic, fast-paced environment.
- Strong leadership, decision-making, and critical thinking skills with the ability to inspire and lead a small team.
- Creative problem solver with a results-driven attitude and a passion for innovation.
- Built a strong network of media connections and fostered ongoing media engagement

Additional Requirements

- Please note all employees will need to submit a Police Record Check with Vulnerable Sector Screen.





- As this job requires travel, you must have access to a smartphone and have a valid driver's license.

Eligibility

To be eligible for employment the individual must meet the following criteria:

- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment;
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Terms

- Full-time position (37.5 hours per week);
- Travel required;
- Located in Ottawa, currently working virtually.

The application deadline is **Monday February 10, 2025**. We thank all applicants who apply, but only those candidates selected for an interview will be contacted.

Please send your resume, cover letter and salary expectations to the attention of:

Wendy Gittens
Chief Executive Officer
Wheelchair Basketball Canada
wgittens@wheelchairbasketball.ca

The employer is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status or disability.

About Wheelchair Basketball Canada

Wheelchair Basketball Canada is the national sports governing body responsible for the organization of the sport in Canada. It is a non-profit, charitable organization that is committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians from grassroots to high performance. Wheelchair basketball is a fast-paced, hard-hitting, competitive sport in which Canada is held in high esteem around the





world for winning a combined six gold, one silver, and one bronze medal in the last seven Paralympic Games.

Wheelchair Basketball Canada is committed to a working environment which is free from discrimination and harassment and is inclusive and respectful of individual differences and strengths.

Wheelchair Basketball Canada is dedicated to employment equity and fostering diversity within the workplace to build an inclusive workforce where all employees have the opportunity to reach their potential.

For more information, visit: www.wheelchairbasketball.ca.

BE THE BEST SPORT.