



About AthletesCAN

AthletesCAN, the association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the voice of over 6,000 current and recently retired Canadian national team athletes, AthletesCAN membership spans 68 sports across the Olympic, Paralympic, Pan/Parapan American, and Commonwealth Games, and those currently funded by Sport Canada competing at Senior World Championships.

AthletesCAN ensures an athlete-centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture, through educational resources, support, training and professional development.

Follow us on socials @AthletesCAN or visit AthletesCAN.ca.

Position Description

Starting Date: June 2 2025

Position: Manager, Digital Marketing & Communications

Type of Position: Parental Leave Replacement, Contract, Full-Time

Location: Remote

Reports to: President, AthletesCAN Board of Directors

The Manager, Digital Marketing & Communications is responsible for providing effective support to AthletesCAN staff, Board, members, alumni and volunteers; management of AthletesCAN digital presence and online offerings, communication, and public relations. Specifically, the Manager, Digital Marketing & Communications will fulfill the following non-exhaustive list of duties and capacities:

Marketing & Digital Media

- Curate the Marketing & Digital Media strategy through the maintenance and regular update to Marketing Plan, Communications Plan, and related documents
- Responsible for overall website maintenance using Wordpress, identifying opportunities to improve website, continuously build our online presence, and support organic growth using SEO
- Identify and create engaging digital content promoting AthletesCAN members, build and maintain audience engagement across all platforms
- Create and maintain monthly analytics reports on all digital assets, including website, newsletter, and social media
- Curate content for recurring newsletter
- Create graphics to support all digital media campaigns, including social, website, newsletter, press releases, e-signatures, reports, etc.



- Support with Awareness Committee and execute the strategy set by them to meet strategic plan initiatives
- Responsible for updating and maintaining AthletesCAN brand and style guides
- Ensures all internal and external products adhere to brand guidelines
- Manage relationships with external marketing vendors and contractors
 - Solicit vendors and contractors depending on AthletesCAN needs
 - Delegate tasks and projects
 - Oversee output produced on behalf of AthletesCAN

Communications

- Conduct timely communication of information to AthletesCAN members, Partners, and stakeholders via Email Marketing platform such as Mailchimp
- Serve as the primary media contact for AthletesCAN, directing press inquiries to appropriate staff and/or board members
- Write and publish news articles and press releases as needed
- Work closely with Manager, Athlete Relations & Operations to ensure development and maintain a communication strategy with athletes
- Engage actively with Board of Directors and Staff Members

Partnerships

- Support the Sponsorship Committee as the staff liaison and work to develop additional funding sources for AthletesCAN
- Manage existing relationships with AthletesCAN partners
- Solicit new partnership agreements on behalf of AthletesCAN

Advocate

- Collaborate with the Manager, Athlete Projects & Operations to understand and represent the opinions and concerns of Canadian high-performance athletes to partners and stakeholders
- Identify opportunities to engage Canadian sport system partners
- Support AthletesCAN projects

Programs & Services

- Support the Manager, Athlete Projects & Operations with digital media requirements for the Forum & Annual General Meeting
- Act as program lead for Canadian Sport Awards, including reviewing and revising award guidelines, jury, and nominations process

Administrative Operations

- Oversee the database of AthletesCAN and all associated mailing, information and communication lists



- Manage Google Suite
- Contribute to planning and delivery of events and activities
- Contribute to the implementation of the priorities of AthletesCAN as determined by the Board and as outlined in the Strategic Plan/Operations Plan.
- Contribute to policy and strategy initiatives, including lobbying and building strategic presence
- Manage relationships with external marketing vendors and contractors
- Manage intern and summer students, as applicable.
- Serve as staff lead on Board of Director Committees related to position, support where needed on additional committees and projects

Ambassador

- Represent AthletesCAN in a professional manner at public functions such as conferences, receptions, Forums, meetings, and various engagements, as designated by the president or a designee.
- Act as an official representative of AthletesCAN; as such is discreet, sensitive, displays sound judgment and is tactful in amplifying the Canadian athlete voice
- Be familiar with the organizational structure, general policies and procedures of AthletesCAN in order to direct inquiries to the applicable resource person

Level of Reporting and Function

- Report to The President, Board of Directors
- Work with contractors as required and service providers on an ongoing basis
- Communicates with partners, supporters, and sponsors on an ongoing basis
- Work with Association members and Canadian athletes directly.

The ideal candidate will have:

- Bilingual (French/English)
- Familiarity with Canadian Sport System
- Experience with Wordpress, SEO, Mailchimp
- Experience with Adobe Creative Suite and Canva an asset
- Demonstrated success with creating and maintaining an engaging social media presence, ability to keep up with current trends
- Demonstrate strong communication and interpersonal skills, with the ability to lead and take initiative when addressing challenges
- Ability to effectively organize multiple tasks and projects with attention to detail to meet deadlines
- Ability to work collaboratively as a member of a team in the pursuit of common goals and build positive relationships





Application Information

Interested candidates should e-mail their resume and cover letter format by 11:59PM ET on March 30th 2025 to Susanne Wereley, President, at info@athletescan.ca with "Manager, Digital Marketing & Communications" in the subject line.

We thank all candidates who apply, only those to be interviewed will be contacted.

Please note that all recruitment will be conducted through AthletesCAN.ca, our official social media channels (@AthletesCAN) and our authorized email domain (@athletescan.ca).

If you are contacted about a position with AthletesCAN from an unauthorized account, please do not share any personal information or engage with the sender. AthletesCAN will not ask you unsolicited to provide this information, or to purchase anything as part of any legitimate, verified hiring process through our organization.

AthletesCAN is committed to ensuring our recruitment, selection processes and work environment are inclusive and barrier-free. At AthletesCAN, we celebrate and welcome the diversity of all employees and believe that having a team of individuals with different backgrounds, views, experience and capability working together makes us stronger and better as an organization.

Accommodation is also available upon request for individuals taking part in all stages of our recruitment and selection processes. Please advise the recruiter to ensure your accessibility needs due to a disability are accommodated. Information received relating to accommodation will be addressed confidentially.

