
Events, Marketing and Communications Coordinator

Bowls Canada Boulingrin (BCB) is seeking a dynamic, passionate and detail oriented professional with strong communication and interpersonal skills to join BCB as our Events, Marketing and Communications Coordinator.

PURPOSE

In collaboration with the entire BCB team, the successful candidate will contribute to the growth and prosperity of an amateur sport organization by supporting the development and implementation of comprehensive marketing and fundraising plans. The Events, Marketing and Communications Coordinator supports the strategic objectives of BCB and will deliver on the planning and execution of BCB's national championships, international events and various other corporate and organizational events that will help meet BCB's long-term advancement and revenue generation targets. The Events, Marketing and Communications Coordinator position requires organizing, planning, and delivering industry-leading initiatives and events. Working closely with other staff and BCB members, the position functions as a key team member while possessing the ability to work independently to advance projects.

REPORTING STRUCTURE

The Events, Marketing and Communications Coordinator reports to the Chief Executive Officer.

DUTIES & RESPONSIBILITIES

1. Communication

- Oversee content for the organization's website.
- Oversee the organization's social media platforms (Facebook, Instagram TikTok, YouTube and others as required) including graphic design and content creation.
- Prepare news releases, support media relation activities, and the development and distribution of communications via Mailchimp (i.e. monthly eNews, special promotions, etc.).
- Liaise with external stakeholders, such as the World Bowls, regarding member benefits and promotion.
- Support the development and implementation of the organization's brand and marketing strategy.
- Oversee the creation and execution of communications plans for the organization's fundraising and sponsorship campaigns, events, and other activities as required.

2. Marketing

- Participate in planning, implementing, and evaluating marketing strategies and plans aligned with BCB's strategic plan;
- Responsible for overseeing marketing collateral and asset development, including design, production and printing;
- Analyze and report on event marketing campaign results and provide recommendations to key stakeholders;
- Assist with planning, delivering, and marketing BCB events,
- Ensure brand standards of BCB, its partners, and corporate sponsors are accurately reflected in all marketing and communication activations;

- Prioritize and foster strong relationships with partners and donors, including recognition, stewardship, and relevant ongoing communications;
- Assist with identifying, attracting, cultivating, and retaining prospective strategic corporate partners, donors, and other key stakeholders to leverage mutually beneficial opportunities.
- Coordinate merchandise promotions and sales through the online store and at events;
- Develop funding support materials and coordinate production and distribution of resources as necessary.

3. Events

- Organize and assist on delivery of event logistics for all BCB national championship events and other nationally sanctioned events such as coaching workshops.
- Lead sponsorship acquisitions for BCB events, including leading event activations for any corporate partners.
- Assist with all cross-promotional and event awareness initiatives.
- Support the Technical Manager in administering nationally sanctioned high performance events such as national camps, international events hosted abroad and in Canada
- Coordinate with the Programs Manager on Safety in Sport administration as it relates to events

4. Additional Responsibilities

- The Events, Marketing and Communications Coordinator shall also undertake other tasks, activities and responsibilities as they deem to be appropriate to fulfill the duties of the position and as agreed to by the CEO;
- All employees must be aware that as an employee of BCB, he/she/they is an ambassador of the organization to the BCB membership and the national and international sport community and must represent the organization professionally and appropriately at all times.

QUALIFICATIONS

- University or College Sports Marketing graduate or related field;
- Event Management experience;
- Solid business background with knowledge of marketing and fund development principles;
- Experience with donor programs and grant writing preferred;
- Exceptional writing, communication and analytical skills;
- Creative and strategic ideation and innovation;
- Strong decision-making and critical thinking skills;
- Excellent organizational and time management skills are essential;
- Strong computer skills and familiarity with MS Office and working with digital tools;
- Graphic design capabilities are considered an asset;
- Flexibility, initiative and self-motivated;
- Ability to work independently and as part of a team;
- Ability to take direction and multi-task in a fast-paced environment;
- Oral/written fluency in both official languages is considered an asset;
- Knowledge of the amateur sport community is considered an asset;
- Demonstrated organizational, interpersonal, time management and problem-solving skills;
- Experience working with a sports organization is considered an asset.

ADDITIONAL JOB REQUIREMENTS

- Please note that all employees must 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.
- Ability to work occasionally during weekends
- Occasional national travel to attend meetings or events

TERMS

- Full Time, Permanent. As a professional position, overtime will not be paid however, time off in lieu of hours worked will be available.
- Bowls Canada follows a 30-hour, 4-day work week as our standard full-time schedule.
- Some domestic travel is required in this position.
- Occasional weekend and evening work will be required, largely around meetings and events.
- Some lifting of boxes, shipments, displays of less than 50 pounds is required.
- Located in Ottawa at the National head office; remote work may be considered.

COMPENSATION

- Health Benefits: Drug, medical, vision, and dental coverage, as well as an extensive employee assistance program (EAP), travel, and life insurance.
- Salary range: \$37,000 to \$47,000

APPLICATION DEADLINE

Applications are to be submitted by 11:59 pm EST, July 31st, 2025.

Applications can be submitted to office@bowlscanada.com.

We thank all those who apply, however only those selected for further consideration will be contacted.

Bowls Canada Boulingrin is committed to fostering a diverse and inclusive work environment. We encourage applications from all qualified individuals, including those from underrepresented communities.

This position is financially supported by Sport Canada.