



**Job Title: Digital Marketing Specialist**

**Reports to: Director Brand & Communications**

**The Position:**

Alpine Canada Alpine (ACA) is the national governing body for ski racing in Canada and home to three of Canada's most exciting snow sports: alpine, para-Alpine and ski cross. The organization is committed to a vision for Canada to be a World Class ski racing nation inspired by the passion and performance of Canada's ski teams. Our mission is to increase Canadian Ski Racing podium performances AND inspire growth in participation and fans.

We are currently seeking a dynamic individual to join our organization in the role of **Digital Marketing Specialist**. This role is for a creative and passionate person prepared to make their mark with one of Canada's leading national sports organizations in building fans of, and participants in, ski racing.

Reporting to the Director Brand and Communications, the Specialist is a member of the Partnerships & Marketing department. The Specialist supports all parts of the organization in their digital marketing needs and is the voice of the brand as the lead promoter of the CANskiteam. The Specialist owns the Alpine Canada social media platforms, including planning, content production and management, and provides support and expertise in organizational needs across all digital platforms including website and email.

**Duties:**

**Digital Marketing**

- Assists in the development of the annual marketing plan to achieve annual objectives
- Support building, manage and own the Alpine Canada (ACA) annual content calendar
- Lead planning, production and management of ACA content including photos, videos and graphics
- Manage ACA social media platforms and support the ACA website
- Lead reporting and analysis to measure and report on activities and campaigns
- Deliver best in class race coverage from promotion, through live reporting to recaps
- Collaborate with key partners including FIS, CBC / SRC, the COC, ACA corporate partners, Provincial and Territorial Sports Organizations (PTSOs) and other stakeholders
- Build relationships with national teams including coaches, support staff and athletes
- Support other ACA departments with their digital marketing needs by overseeing the development of social & digital marketing strategies and plans, to ensure strategic implementation of engaging content for websites, social media, email campaigns, and other related marketing channels.
- Stay on industry trends and innovations

**Organizational Leadership & Planning**

- Collaborate across the organization to implement the organization's strategic and operating plan
- Lead the development and execution of the organization's content plan, determining timelines, processes and tools to deliver on the needs of the organization



- Deliver reporting and monitoring of key performance indicators (KPIs), providing regular reports to track progress and drive performance improvements.
- Foster a culture of excellence within the organization, demonstrating behaviors that role-model our values and operating principles

**Working Conditions:**

- Full time
- Weekends in the winter ski racing season, including early mornings
- Calgary office or remote location will be consider, Eastern time zone could be beneficial
- Occasional travel will be required to attend events

**Employment Requirements:**

- Bachelor's degree, certificate or equivalent
- Minimum 3 years work experience
- Experience with, but not limited to, Instagram, Facebook, LinkedIn, Threads, X, TikTok
- Ability to edit and produce engaging video and photo content using programs such as Adobe Creative Suite, Capcut, Canva, etc.
- Continuously monitor, analyze, and report on activities using tools such as Google Analytics, Hootsuite and HubSpot
- Experience creating and managing Google and Facebook ads an asset
- Basic Adobe graphic editing skills, ability to modify logos, update files, and resize imagery for optimal web user experience
- An ability to proactively initiate and prioritize tasks and organize a diverse workload taking into consideration priorities, deadlines, and outcomes
- Exceptional communication skills
- Knowledge and understanding of the Canadian sport system is an asset
- High level of proficiency in Microsoft Office 365 applications
- A passion for sport and ability to operate with a scarcity mindset
- Bilingual English / French is an asset

Additionally, the candidate must be able to demonstrate excellent interpersonal and collaborative skills with experience driving results in complex workplace and stakeholder environments.

Please send your cover letter and resume to [careers@alpinecanada.org](mailto:careers@alpinecanada.org). Interviews will take place virtually and in person.

We thank all applicants for their interest; however, only those considered for an interview will be contacted.

**CONTACT INFORMATION**

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