



KidSport Lead (SportJeunesse)

Job Type: Fixed-term; full-time; September 2, 2025 – August 31, 2027

Working Conditions: Minimum one day per week in office encouraged, travel required, some evenings and weekends

Language Requirements: English and French, both written and spoken

Salary Range: \$52,000 - \$65,000 CAD annually

About Sport NB:

Located in Fredericton, [Sport New Brunswick](#) (Sport NB) is the leading a non-profit support agency for sport systems throughout the province. We drive sport participation, facilitate system development, strengthen coaching and leadership, and serve our membership of approximately 70 provincial and multi-sport organizations. Sport NB is currently undergoing a transformation in response to the [Envisioning Sport Project](#) (2022), which describes the tremendous potential for the province to establish itself as a leader in the modernization and enhancement of the sport sector. Desired improvements include, but are not limited to: providing meaningful and comprehensive support for sport leaders and organizations, increased leadership, alignment, and collaboration; increased investment in sport; and increased focus on quality participation among equity-owed groups

Position Profile:

Housed within Sport NB, [KidSport NB](#) is the provincial chapter of a national children's program that helps kids overcome the financial barriers preventing or limiting their participation in organized sport. Reporting to the Director of Sport, Participation and Development, the KidSport Lead is responsible for overseeing the work of the KidSport Coordinator as well as fundraising and advocacy work. More broadly, the KidSport Lead also serves as a crucial link in advocating for inclusion, access, and affordability in sport on behalf of Sport NB in collaboration with its other departments and staff members. This position is eligible for employee benefits such as health insurance, RRSP contributions, and mobile phone

Examples of Key Responsibilities:

- Address existing and emerging systemic and practical barriers to sport participation for equity-owed groups
- Provide guidance to the KidSport Coordinator, including support processing funding applications
- Cultivate and steward relationships with existing and potential donors and sponsors, government officials, as well as sport clubs, regional services commissions, social service and community agencies, and others
- Work closely with other Sport NB staff on advocacy, revenue generation, and communications
- Manage KidSport digital communication channels and website material

Academic and Functional Requirements:

- Post-secondary education in community development, sport management, public policy, or a related field
- Strong understanding of barriers to sport participation, including cultural and economic challenges
- Experience in nonprofit leadership, supervising staff or volunteers, and working cross-functionally
- Proven effectiveness in advocacy work and fundraising and confidence doing so in both English and French
- Strong command of social media marketing and promotions
- Ability to use office technology, digital collaboration tools, and design tools
- Access to reliable transportation for local, regional, and province-wide travel

To apply for this position, send a cover letter and resume to cheryl.macdonald@sportnb.com no later than Friday, August 8th, 2025.