



## **JOB POSTING-MANAGER, DIGITAL MARKETING**

### **About the Canadian Paralympic Committee**

The Canadian Paralympic Committee is a non-profit, private organization in collaboration with 28-member sport organizations. We are deeply committed to harnessing the transformative power and impact of Paralympic sport.

With a vision of fostering an inclusive world through Paralympic sport, our mission emphasizes both the excellence in games preparation and the promotion of inclusive communities. By celebrating the stories and successes of high-performance athletes with disabilities, the Canadian Paralympic Committee aims to inspire all Canadians to embrace inclusivity and actively engage in sports.

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### **Job Summary**

The Manager, Digital Marketing will develop and implement a comprehensive digital marketing strategy to increase brand awareness, drive web traffic, and grow the Canadian Paralympic Committee (CPC) and Paralympic Foundation of Canada (PFC) online communities.

The Manager, Digital Marketing, will design and execute online campaigns for various internal and external audiences and lead digital content and social media strategy. The Manager, Digital Marketing, will also oversee the management of CPC and PFC's websites and email marketing strategy.

The successful candidate will possess a successful track record in digital marketing, ideally in the not-for-profit sector, with proven skills in content creation, social media strategy, and email marketing. Experience in website management, SEO, and data analysis would be highly advantageous. Strong project management skills, creativity, and an understanding of the sports industry are also key to this role.

**Salary:** \$70,000 – \$75,000 annually plus benefits

**Type:** Full Time

**Reports To:** Director, Marketing and Communications

**Location:** Remote within Canada, with travel to Ottawa and other locations.

## **Main Duties and Responsibilities**

- Develop and implement a comprehensive digital marketing strategy to increase brand awareness, drive web traffic, drive revenue generation, and grow CPC/PFC online community.
- Designs and executes online campaigns tailored to target audiences both internally for CPC/PFC and externally for corporate sponsors, partners, sport partners, and other key stakeholders.
- Leads the development and activation of digital and social media strategy around Games.
- Manages day-to-day content creation needs with agility and speed to respond to real-time opportunities.
- Oversees the management and improvement of the CPC and PFC's websites to enhance user experience, site performance, and alignment with brand and marketing strategies.
- Oversees the email marketing strategy, including the creation and distribution of newsletters, promotional emails, and targeted email campaigns.
- Uses analytics tools to track and analyze digital marketing performance, making data-driven decisions to optimize our digital marketing efforts.
- Owns the relationship with the revenue generation teams (partnerships and Foundation) and works closely with them to deliver impactful digital campaigns.
- Manages relationships with digital marketing agencies, freelancers, and other external partners.
- Contributes to the management of departmental budget.
- Stays informed about the latest digital marketing trends and best practices.

## **Qualifications**

### **Education**

- A degree in Marketing, Communications, or a related field is preferred, but significant relevant work experience and demonstrated skills in digital marketing will be considered

### **Experience**

- Minimum 5+ years experience in a digital marketing role, preferably in a sport or not-for-profit organization
- Experience working with corporate sponsors, partners, and stakeholders is preferred
- Experience managing websites for optimal user experience and performance
- Experience in leading and implementing online campaigns, as well as managing relationships with digital marketing agencies, freelancers, and external partners

- Experience in developing and implementing social media strategies around major events
- Experience managing content creation workflows and coordinating with external freelancers/agencies
- Proven ability to work autonomously while managing multiple stakeholder relationships

### **Knowledge and Skills**

- Proficiency in digital marketing software and tools, including Google Analytics, MailChimp, social media platforms (Instagram, TikTok, Facebook, LinkedIn, X, and YouTube), and content management systems (WordPress.)
- Video editing and content creation skills.
- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Excellent analytical skills, with the ability to interpret digital performance metrics and make data-driven decisions to optimize digital marketing efforts.
- Exceptional communication and presentation skills.
- Ability to work effectively with a variety of stakeholders, including corporate sponsors and partners.
- Ability to travel for event coverage and content creation.
- Ability to communicate in Canada's two official languages is considered an asset.

### **Personal Profile**

- Cooperative, team player, able to inspire others
- Strong leadership skills
- Methodical and organized
- Creative
- Results-oriented
- Service-orientated

### **Working Conditions**

- The CPC will consider applicants from across Canada who would be interested in taking on this position remotely. The CPC Head Office is located in Ottawa, ON.
- Position requires significant travel for Games coverage, content capture events, and stakeholder meetings.
- Staff based outside of Ottawa will be expected to travel to Ottawa a few times a year or as the job demands.
- Staff will be required to work evenings and weekends during busy periods, including during Games time and other special events.

**Application Process:**

**If you share our passion for sports and are committed to the CPC values, please submit a cover letter and your resume.**

Please apply through BambooHR using the following link:

<https://paralympic.bamboohr.com/careers/113?source=aWQ9Nw%3D%3D>

**Deadline to apply: September 8<sup>th</sup>, 2025, at 5 pm EST**

*Please note that only those selected for an interview will be contacted.*

CPC 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, gender identity, gender expression, record of offences, age, marital status, family status, or disability. We strongly encourage people from underrepresented or marginalized groups to apply.

CPC welcomes and encourages applications from First Nations, Metis, and Inuit peoples, racialized persons, persons with disabilities, women, and/or 2SLGBTQ+. Accommodation is available on request for candidates taking part in all aspects of the selection process.