



JOB DESCRIPTION

Title:	Communications Coordinator	Date: Feb 2010
Group:	C	
Incumbent:	N/A	
Supervisor (title):	Director Marketing and Communications	

Job summary: The Communications Coordinator is responsible to provide support in coordination and implementation of Council's internal and external communications initiatives to stakeholders and audiences.

Key functions:

- **Communications Plan:** Assisting in planning, implementing and evaluating communications strategies and plans aligned with the organization's mission and strategic plan;
- **Departmental Support:** Provide communications support for marketing and sponsorship and fundraising departmental initiatives;
- **Media Relations:** Coordinate the media relations programs for the Council; manage media lists, write press releases, backgrounders, fact sheets, articles, key messaging, speeches and speaking points; coordinate media requests;
- **Publications:** Contribute to research, writing, proofreading and producing publications as needed;
- **Website/Database:** Help maximize the Council's web site, relating to its role in dissemination of news in both English and French; publication of promotional materials; coordinate website, facebook and youtube upgrades and changes;
- **Database:** Manage email contacts and internal folders and files for the marketing and communications department;
- **Social Media:** Coordinate the ongoing efforts in social media;
- **Newsletters:** Coordinate the planning, writing, editing, production and distribution of quarterly e-newsletter;
- **Research:** Coordinate the on-going media monitoring and reporting to senior staff, the CGC Board and internal stakeholders;
- **Dreams and Champions Programs:**
Coordinate the implementation of the marketing and communications elements of the Dreams & Champions Program, specifically the Canada Games FAST Track athlete grant and Canada Games Days Catch the Spirit resource kit/National School Challenge;

- Communicate with existing partners and strengthen partnerships with existing and new organizations,
- Main link to the general public,
- Oversee applications for grant program submissions (i.e. Ontario Trillium Foundation)
- Liaise with National Sport Organizations (NSO) and Provincial/Territorial Sport Organizations (P/TSO) in communicating athlete grant program recipients;
- Liaise with suppliers for product development,
- Maintain inventory, sales and tracking of Canada Games Day kits and promotional materials.
- **Assist with preparation of materials for Board of Directors Meetings**
- **Meetings/Special Events:** Provide communications support for CGC Committees and Special Events;
- **Student Interns:** Work with post-secondary institutions in the recruitment of students to assist with communications or marketing functions;
- **Policies and Procedures:** Assist with maintenance and updating of CGC communications and marketing policies and procedures including VIP Policy, Ceremonies Policy, etc;
- **Transfer of Knowledge:** Assist in implementing a transfer of knowledge program to Host Societies, including the creation of tools, resources, policies and procedures, as it relates to the following divisions: Marketing, Media Relations/communications, Community Outreach, Ceremonies and Protocol, Official languages and related functional packages;
- **Provincial and Territorial Teams:** Be involved in the regular contact with Provincial and Territorial teams as it relates to communications;
- **CGC Games Mission Operation:** Participate as a member of the CGC Mission operation at the Games and be responsible for Communications liaison role; assist with servicing members of media as to their requests for assistance on a daily basis in both French and English; assist with the preparation and staging of media conferences when required; assist provincial and territorial teams with communications needs; assist host society in areas of communications and media relations; prepare a post-Games report; assist with the identification and coordination of the Sport Information Officers;
- **Other duties** as defined by the Director of Marketing and Communications.