



Job Description

Job Title: Program and Communications Manager

Location: Primarily, home-based, with a requirement to work periodically from the BC Sailing office. There is also a requirement to work irregular hours and travel within British Columbia as approved in the business plan or directed by the Executive Director with Board approval.

Position: 0.75 Full Time Equivalent (FTE) (1,463 hrs per annum)

Reports to: Executive Director

Organizational Structure: The Program and Communications Manager will work under the direction of the Executive Director and in collaboration with BC Sailing (BCSA) Member clubs, Schools and Class Associations, coaches, learning facilitators, officials, committees and volunteers to plan, implement, coordinate and evaluate the BC Sailing domestic programs, communications and assist in the revenue generation initiatives. The Program and Communications Manager will sit on the Communications, Officials Committees (Judges and Race Management), PHRF, Keel Boat, Membership, Revenue Generation, Safety at Sea, and Training and Athlete Development Committees.

Power of Decision Making: The Program and Communications Manager has the delegated authority to complete the duties outlined in this TOR. For actions required beyond these limits, the Program and Communications Manager is required to present shortfalls to the Executive Director and have decisions approved through the Board of Directors.

Performance Evaluation: To be completed annually by the Executive Director using the performance objectives set by the Program and Communications Manager and the key performance measures.

Compensation: Remuneration, benefits and other conditions of employment are outlined in the employment contract and may be re-assessed based on performance and available resources. The Executive Director shall present recommendations for amendments to the Board of Directors for approval.

Job Purpose

The Program and Communications Manager fulfills a multifunctional role that includes the development, delivery and evaluation of quality sailing programming and the coordination of communications on behalf of the association benefiting the Membership, participants and strategic partners. This will include building organizational capacity with member clubs, schools and associations as well as relationships at the grassroots level, consistent with the mission, values and goals of BC Sailing. Where possible the incumbent will assist in the Marketing and Revenue Generation Initiatives of the association.

Principle Accountabilities

- Lead and Administer Domestic Programs
- Provide Leadership and Support to BC Games
- Lead and Administer Communications and Promotions Programs
- Assist in Marketing, Promotion and Revenue Generation Initiatives

Primary Duties Responsibilities

1. Program Development and Coordination

- 1.1. Under the policy direction of Sail Canada (SC), the guidance of the respective BC Sailing Committees and input from the membership, provide management and support to develop and administer technically sound, progressive programs for sailors, instructors and coaches that provide overall, measurable improvement in skill base and deliver successful results.
- 1.2. Administer and coordinate BC Sailing program funding partnerships and grant requirements for domestic program funding and other special events and projects as requested.
- 1.3. Assist in the development of, conduct regular reviews, and be accountable for budgets, financial reports, grant applications and follow-up requirements for the technical programs

2. Program Support

Provide leadership and oversight of the following programs.

- 2.1. Coach/Instructor Development and Evaluation
- 2.2. Officials Development
- 2.3. MOSS Program Coordination – Oversight responsibility for the delivery of the MOSS program and promoting the growth and development of sailing in non-established venues.
- 2.4. Athlete Development
- 2.5. BC Circuit Coordination - Oversight responsibility for the BC Circuit
- 2.6. Safety at Sea (SAS) Program Coordination
- 2.7. Keel Boat Racing
- 2.8. Cruising Program
- 2.9. PHRF Program
- 2.10. Safe Sport Program
- 2.11. HP Opti Program Coordination
- 2.12. Indigenous Program
- 2.13. Athletes with a Disability Program (AWAD)
- 2.14. Salty Sister Program

3. Provide Leadership and Support to BC Games

Act as the Provincial Advisor or Assistant Provincial Advisor and serve as the primary liaison between the BC Games Society and BC Sailing;

4. Lead Communications and Promotions Program

Provide leadership in the area of communications by managing a multi-media presence for BC Sailing. The role will include writing, content creation, design, and analytics for the website, social media, monthly e-newsletter, and marketing materials. Creating content about our inspiring sailors, dedicated coaches and volunteers, and empowering sailing programs will be a significant part of this role.

Communications

Support the delivery of BC Sailing's internal and external communications strategies (website, social media and e-newsletter) by delivering key communications on an ongoing basis to staff, volunteers and other member stakeholders.

Promotion

Advance BC Sailing's brand identity, broaden awareness of its programs and priorities, showcase the work of BC Sailing and increase its visibility across key constituents.

5. Assist in Marketing and Revenue Generation Initiatives

6. Other duties, as assigned

Key Performance Measures

- Successful Domestic programs targeted at sailors, coaches, instructors, officials and boating enthusiasts.
- Development and delivery of an integrated communication strategy consisting of a website, social media and a topical newsletter targeted at Member clubs, schools and associations, sailors, coaches, instructors, officials, boating enthusiasts, sponsors/donors and Public Outreach.
- Marketing, Branding and Visibility and Revenue Generation Initiatives – While assisting the Executive Director in marketing and revenue generation, the incumbent will define the measures used to determine brand effectiveness and use results to influence future activities, prepare marketing materials and support all revenue generation initiatives.
- Successful collaborative relationship building.
- Annual Performance Objectives – Set yearly performance objectives that align with the Strategic Plan for approval by the Executive Director.
- Evaluate all programs and services.

Personal Attributes/Core Competencies

- **Strategic Networking** – Able to formally and informally nurture contacts to facilitate the progress of work by proactively sharing information, best practises, respective interests and project plans.
- **Building Relationships** - Able to develop effective relationships with BC Sailing Clubs and Schools, coaches, instructors and officials, and be recognized as providing a supporting role.
- **Strategic Thinking** – Able to identify and present to the senior manager and Board relevant information or data that enables greater understanding and better decision-making.
- **Planning and Organizing** – Able to develop clear goals that are consistent with agreed strategies; identify priority activities and assignments; adjust plans as necessary; use time efficiently and work independently.
- **Communication Skills** – Able to make effective written and oral presentations and convey complex information and messages.
- **Teamwork** – Able to contribute effectively towards team objectives; manage and motivate volunteers and be able to share knowledge, ideas and information.

- **Problem Solving and Decision Making** – Able to solve problems in a measured and creative way. Capable of independently assessing a wide variety of tasks and be proactive with identifying and undertaking activities beneficial to the Association. Be responsible for own decisions.
- **Commitment to Continuous Learning** – Keeps abreast of new developments in marketing and communication field. Actively seeks to develop professional and personal skills and contribute to the learning of colleagues and subordinates; willing to solicit feedback and learn from others.
- **Innovation, Flexibility and Adaptability** – Able to undertake tasks with a positive attitude and respond well to Management and Board input and requests. Must be aligned to BC Sailing strategic goals and be able to adapt to changes.

Qualifications

Post-secondary education or diploma in kinesiology, sport or recreation administration or a strong combination of relevant training and experience in program management and communications.

- NCCP trained or certified at the Comp Intro level / Full Learning Facilitator in the sport of sailing (preferred).
- An Enhanced Police Information Check, per BC Sailing policy, is required.

Experience

- At least three (3) years experience working in the sport sector or at the club, provincial or national levels (preference in the sport of sailing).
- Technical understanding of sailing as well as athlete, coach, officials development. The proven ability to lead and implement broad provincial programming.
- The ability to manage competing priorities and multiple stakeholder relationships and expectations.
- Excellent leadership, organizational, administrative, and interpersonal skills, including very strong written and verbal communication skills.
- Good knowledge of Microsoft Office programmes, and comprehensive working knowledge of communication, website and social media platforms and principles.
- Experience in the promotion, marketing/revenue generation of sport is an asset.
- An understanding of the BC sport system, BC Sailing and the various funding and operational agencies that can contribute to an effective provincial sport infrastructure is an asset.

Skills

Experience in the usage of computers and office software packages (MS Word, Excel, etc.). Experience in managing web-based management systems and social media platforms. Familiarity with current telecommunications, media and web technologies. Additional skills considered an asset include working knowledge of Adobe InDesign; and photography skills.

- **Passion** - for the sport of Sailing.
- **Work Ethic** - Strong and detail-oriented while demonstrating the ability to work independently with minimum supervision.
- **Analytical Thinking** – Good at acquiring an understanding of a problem or situation, and developing an approach to interacting with the situation.

- **Stress Handling** - Retains objectivity and proper understanding of a problem or situation when placed under conditions of stress.
- **Applying Standards** – Good in the application of marketing and communication industry standards (i.e., Communications strategies, confidentiality, respect for different cultures, etc.) to all tasks undertaken.

Working Relationships and Key Stakeholders

Internal:

BC Sailing Staff, BC Sailing Board of Directors and Committees (Communications, Officials, PHRF, Keel Boat, Membership, Revenue Generation, Safety at Sea, and Training and Athlete Development), Member Clubs, Schools and Class Associations, Officials, Learning Facilitators (& candidates), Coaches, Volunteers, Sailors, Provincial Sailing Associations and Sail Canada

External:

Sail Canada, viaSport, Sport BC, BC Gaming Corporation, BC Games, Canada Games, HSDC, MOSS Community Hosts, and sponsors and donors.

Adjustments

This TOR may be changed to include new responsibilities and duties or modify existing ones consistent with different priorities approved by the BC Sailing Board.