



BC Games Society Staff Position Description

October 2021

Position:	Marketing and Communications Manager
Incumbent:	N/A
Supervisor:	President and CEO
Areas of Responsibility:	<ul style="list-style-type: none">• Marketing and Communications (60%)• Team BC (20%)• BC Summer & BC Winter Games (10%)• Partnership Servicing (10%)

VISION

We strive to inspire exceptional experiences through sport.

MISSION

The BC Games Society is the leadership organization that guides the BC Winter and BC Summer Games and prepares Team BC for national multi-sport Games. We build on the expertise and support of partners to create development opportunities for athletes, coaches, officials, volunteers, and communities.

VALUES

Integrity, trust and respect are the core of our game plan.

- Dedicated – committed to the goal
- Accountable – embracing responsibility
- Collaborative – fostering dynamic teams
- Evolving – adapting the game plan
- Excellence – achieving personal bests

Nature and Scope

The Marketing and Communications Manager provides marketing and communications expertise for the Society to maximize exposure opportunities locally, provincially, and nationally and works directly with Team BC to provide strategic direction and support.

Stakeholder Groups:

- BC Winter and BC Summer Games Host Societies
- Provincial Funding Partners
- Team BC Mission Staff
- BC Games Society Board
- Provincial Sport Organizations (PSO)
- Multi Sport Organizations (MSO)

Work includes:

- **Marketing and Communications**
 - Plan, execute, and monitor all BC Games Society marketing and communications initiatives.
 - Identify and develop marketing and communications opportunities that showcase the BC Games and Team BC to build ongoing engagement and media presence.

- Manage the creation of content and marketing materials to increase awareness of the Games with key audiences.
- **Team BC:**
 - Serve as the Communications Manager for Team BC.
 - Provide communications leadership to the Communications Team and Mission Staff for Canada Summer Games and Canada Winter Games.
 - Develop a satellite base in Victoria for Communications to support the Communications Team during the Canada Winter Games and Canada Summer Games.
- **Partnership Servicing:**
 - Identify opportunities for recognition and promotion of contributions by Provincial Partners.
 - Provide servicing of Partner Agreements with the host societies and across the BC Games Society platforms.

Specific Duties and Responsibilities

Marketing and Communications

- Develop the BC Games Society and Team BC marketing and communications plans and implement and monitor the strategies and tactics.
- Manage the integrated brand strategy to ensure consistent brand and graphic standards are maintained for BC Games, host societies, and Team BC.
- Prepare news release templates, media advisories, event listings, key messages, backgrounders, briefing notes, articles, and other communication tools.
- Develop unique and engaging content and utilize communications tools including newsletters, news releases, social media, websites, etc.
- Work closely with media to provide story development ideas and respond to interview requests as required.
- Create marketing assets (signage, promotional items, etc) that support the marketing strategies.
- Oversee and support the development of creative tools such as invitations, brochures, posters, etc.
- Develop templates for proposals and impact reports (internally or utilizing external vendors).
- Write copy for internal publications, e-blasts, speaking remarks and provide copy-editing support.
- Manage the design and production of marketing publications (i.e.: Year in Review, Host Society Guidelines, Guide to the Games, Team BC resources) to ensure consistent brand and messaging.
- Prepare social media/digital reports to help guide areas of opportunity and improvements.
- Liaise with Government Communications staff to identify opportunities for government representative attendance and profile through the Games.

BC Games Society Board

- Attend Board meetings, as required.
- Attend and provide Secretariat services to the Marketing and Communications Committee of the Board.
- Prepare reports on the status of the marketing and communications plans for the Board.

PSOs

- Oversee the development of promotional tools and resources for PSOs.
- Ensure compliance of graphic standards, brand execution and advertising rules for BC Summer and BC Winter Games and Team BC.
- Work with PSOs to gain story leads and maximize exposure for all Games.

Mission Staff

- Lead the communications plan and strategies for Team BC as a member of the Leadership Team.
- Attend Team BC planning meetings and retreats, as required
- Support the Canada Summer & Winter Communications team.
- Coordinate a Victoria-based satellite operation to provide necessary support during the Canada Summer and Winter Games including monitoring social media activity, managing government requests, updating website with results and stories.

Partnerships

Servicing of Provincial Partners

- Prepare sponsorship proposals to potential business to become a Provincial Partner.
- Assist with development and implementation of fundraising campaigns.
- Manage the implementation of sponsorship programs to ensure commitments are met.
- Provide host society volunteers information and guidelines on Provincial Partners and requirements for contract compliance (i.e.: logo recognition and signage).
- Assist President and CEO with the service plan, annual report, multiculturalism report and ensure compliance with reporting as required by the Crown Agencies Resource Office.

Position Description Marketing and Communications Manager

Benefits:

- Excellent benefits package (medical, dental, life insurance, RRSP contributions)
- Health Development grant
- Four weeks vacation
- Flexible work environment
- Work at Home Policy
- Professional Development funding

Skill requirements

- relevant diploma or degree (eg.: marketing, public relations, communications, journalism)
- excellent written communications skills
- strong public speaking and verbal communication abilities
- competency in a variety of software applications for graphic design; photo editing; video development/editing
- project management experience
- efficient, effective, and consistent team player
- adaptable and flexible
- creative problem solving
- knowledge of provincial sport system an asset
- attention to detail
- ability to work effectively, under pressure and to tight deadlines

Salary: \$65,600 to \$90,000

**Please forward Resume and Covering Letter by October 26, 2021
at 4:00pm to Marketing_application@bcgames.org**