



Curl BC
Suite 2001A – 3713 Kensington Avenue
Burnaby, BC, V5B 0A7
604-333-3616
1-800-667-CURL
curling@curlbc.ca

Communications Manager

Curl BC

Striving to support clubs throughout British Columbia, Curl BC continuously advances participation, competition and performance excellence in curling as an active, fun and social sport for life. Our vision is every British Columbian has experienced curling. Our offices are located at the Christine Sinclair Community Centre at 3713 Kensington Avenue in Burnaby.

Job Description

The Communications Manager is key to the success of Curl BC's Vision 2026 Strategic Plan.

Reporting to the CEO, the Communications Manager will be responsible for evaluating, updating and implementing both internal and external communications components of Curl BC's strategic plan. Working closely with key staff and volunteers, the Manager will design plans to ensure these components correlate with the other areas of the strategic plan and meet the needs of the organization.

The Communications Manager will be a self-starter, have excellent writing and design skills, and pay close attention to detail. They will also be a strong communicator, team-player and problem-solver. Event planning skills are also beneficial to this position. Some travel within the province will be required.

Strategic work

- Develop, implement and evaluate the organization's communications plan
- Facilitate the communications component of the Strategic and Operational plans
- Ensure brand standards are maintained across the organization
- Oversee reputational management

Brand journalism

- Write news-style curling articles and stories for the website and the monthly electronic newsletter
- Create graphical and written content for social media using Adobe software or Canva
- Create video for social media using Canva
- Create posters and other marketing collateral in collaboration with other Managers
- Ensure consistent style (modified Canadian Press style) maintained across the organization

Information management and distribution

- Manage website content using WordPress
- Manage email and contact databases using MailChimp etc.
- Manage video distribution using YouTube
- Manage social media content using Hootsuite
- Manage livestreams using Streamyard

Media and sponsor relations

- Write and distribute press releases and manage media relations
- Ensure sponsorship communication deliverables are met

Events

- Attend high profile events such as the BC Men's and BC Women's and U21 Championships to coordinate photography, media releases and social media
- Coordinate the Annual Awards nominations and presentations
- Secure photography for the events
- Ensure event sponsorship deliverables are met
- Coordinate event signage

Qualifications

- A degree in Communications, Public Relations, Journalism, Sport Administration or related diploma
- 3-5 years of relevant experience
- Strong interpersonal and communication skills
- A proven team player
- Strong writing skills
- Strong organizational skills and detail oriented
- Proficiency in Microsoft Office, WordPress (or a similar website content management system), MailChimp, Canva, Adobe Creative Suite
- Familiarity with social media and knowledge of internet marketing trends (Facebook marketing experience would be an asset)
- Event planning experience
- Experience in the sport sector an asset
- Experience with broadcasting or experience working at a broadcasted event an asset

Position

This is a full-time, permanent position for 35 hours per week.

Salary

The salary range is \$55,000 to \$73,000 annually, commensurate with skills and experience.

Contact

Please send a resume and cover letter to sbraley@curlbc.ca.

The deadline for applications is **Friday, February 16, 2024**.

Curl BC is an equal opportunity employer. More information about Curl BC can be found at www.curlbc.ca/about/.