

Program Stream: Young Canada Works at Building Careers in Heritage

Job title: Digital Engagement Coordinator - Intern

Organization Name: Canada's Sports Hall of Fame

Job location: Calgary, AB

Canada's Sports Hall of Fame

169 Canada Olympic Rd. S.W.

Calgary, Alberta T3B 6B7

Length of Assignment: 21-week duration

Hourly wage: \$19.00, 40 hours/week

Term: November 1, 2021 - March 31, 2022 (with unpaid leave over the holiday season: December 25, 2021 – January 1, 2022).

Job Description:

Canada's Sports Hall of Fame (CSHoF) is seeking one intern to:

- Support the development a marketing and communications strategy for 2022 CSHoF Inductees through:
 - The development and completion of a digital audit of 2021 induction content.
 - Collaborate on the creation and execution of a digital communications plan by through:
 - Reviewing persona documents and aligning targeted audiences with relevant platforms.
 - Establishing targeted engagement performance metrics.
- Development of a 2022 Induction press kit including campaign fact sheet, team and inductee bios, historical information on campaign affiliated events (Sport + Spirit Gala and Induction Festival) and campaigns (People's Choice Award and the Order of Sport), digital and media assets (logos, high-res photos and videos), and relevant press advisories or examples of past induction coverage.
- Creation and maintenance of campaign editorial calendar; curating content, populating and establishing content schedule from announcement of 2022 Class at Sport + Spirit Gala (May) to Induction Festival (October).
 - Design and create marketing collateral (print and digital).
 - Support the formulation of media communications (advisories, news releases, etc.) to targeted contacts.
 - Effectively integration donor recognition and sponsorship deliverables into all relevant marketing and communications activities.
- Creation, population and maintenance of a comprehensive stakeholder (donor, sponsor, media, inductee) database/tool
 - Populate donor recognition and sponsorship deliverables.
 - Maintain current records of media contacts, press opportunities and "hits".
 - Research local media contacts respective to each inductee's city/province/territory of residence.
 - Coordinate with Hall of Famer Liaison to include and maintain inductee data.
 - Establish relevant marketing and sponsorship contacts to each inductee based on sport and/or professional associations.

- Contribute to the community engagement strategy of CSHoF and support efforts to raise awareness of the partnerships and CSHoF's education and curatorial initiatives as well as CSHoF's ongoing campaigns to external stakeholders such as #BeyondtheWin and #WeWillDoBetter through management of CSHoF's community engagement calendar:
- Generation of content for the CSHoF's engagement calendar
 - Research and identify content/trends/etc. to ensure team is aware of immersing trends and responding to relevant content in a timely matter.
 - Liaise with curatorial and educational departments, as well as the Hall of Famer Liaison to capture key engagement activities, identify target personas/audiences and identify appropriate platforms for efforts.
- Facilitation of digital content creation both in-house and directly within social media platforms and execution of scheduled content.
- Support maintenance of stakeholder data ensuring information is up-to-date and organized.
- Monitor partner recognition commitments and effective execution of sponsorship deliverables.
- Support and maintenance of CSHoF's digital assets (e.g. website, social media profiles, etc.).
- Support the preliminary planning and preparations for the Sport + Spirit Gala scheduled for May 2022.

Qualifications:

The successful candidate must be a recent graduate of a marketing and/or communications program and under the age of 30, per YCW guidelines, at the beginning date of the term. Candidates must have good interpersonal skills and computer knowledge using MS office. Knowledge of InDesign/Illustrator/Photoshop. Extensive familiarity with social media platforms and experience with WordPress would be an asset. Previous marketing and communications experience is required. Excellent English writing skills, organizational skills and an ability to work in a fast-paced environment to meet deliverables is very important. Basic French writing and reading skills would be an asset.

To be successful in this role, the intern must also possess: the ability to work both independently and as part of a team; excellent communication abilities (verbal, non-verbal and written); exceptional client service; adaptability and flexibility to manage shifting priorities; excellent grammar, spelling and creative writing skills with the ability to tailor education materials to the needs and learning outcomes of specific age groups and provincial curricula; and, comfort with public speaking and working with participants from a wide demographic. The intern will be required to obtain a valid vulnerable sector police check.

CANADA'S JOB EQUITY GROUPS

Canada's Sports Hall of Fame is committed to the principle of equal opportunity. As an employer Canada's Sports Hall of Fame welcomes diversity in the workplace and encourages applications from all qualified candidates within the scope of each job opening. Applications are welcomed from all members of Canada's job equity groups.

HOW TO APPLY

The preliminary application process will include submitting a resume (max. 2 pages) and cover letter (max. 1 page) in one document to Vice President, Marketing, Fund Development & Communications at mkolozetti@cshof.ca along with a content portfolio and/or writing sample (one page or less) that demonstrates their design skills and/or written communication skills. The cover letter and resume

should be combined as one PDF. The application will be assessed on proper use of grammar and spelling, creativity, relevance to the role, candidate credentials/experience and the ability to follow specific instructions. Applicants who do not follow the above guidelines will not be invited for an interview.

Interviews will be conducted by the Vice President, Marketing, Fund Development & Communications and Director, Communications & Marketing between October 1-14, 2021 (subject to funding). A maximum of 5 candidates will be interviewed.

Deadline for applications: September 15, 2021

Estimated Contract Dates: November 1, 2021 - March 31, 2022 (with unpaid leave over the holiday season: December 25, 2021 – January 1, 2022).

One position is available with funding approved.

Eligibility:

The intern will be required to obtain a valid vulnerable sector police check.

As per the 2021 YCW eligibility requirements, an individual may be eligible for an internship if they:

- are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- are legally entitled to work in Canada;
- are between 16 and 30 years of age at the start of employment;
- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) while employed with the program;
- are unemployed or underemployed;
- are a college or university graduate; and
- are not receiving Employment Insurance (EI) benefits while employed with the program.

About Us:

Canada's Sports Hall of Fame is a registered charitable organization and has been a vital cultural institution in Canada for the past 65 years. As Canada's only national museum of sport, the organization's focus is on recognition, education, curation, and thought leadership with an emphasis on educating youth on the values, history and culture of sport in this country. These four pillars help to support and celebrate Canada's sport heroes who have reached the pinnacle of their careers and are going "beyond the win," making monumental contributions to our society. Over 684 Hall of Famers have been inducted into Canada's Sports Hall of Fame since its establishment in 1955, and as of 2019, the Order of Sport, Canada's highest sporting honour, is awarded as part of Induction to Canada's top athletes and builders for their ongoing role in building Canada through the transformative power of sport.

Charitable Registration Number 118828631 RR0001

OUR VISION: Build Canada through the transformative power of Sport.

OUR MISSION: To recognize and cherish Canadians who have achieved the highest level of sporting accomplishment and who have the passion and purpose to go beyond their success, educating all Canadians on the value, history and culture of sport in this country.

OUR VALUES: Respect, Equality, Openness, Excellence, Fairness

OUR GOALS/AIMS:

We recognize the highest level of sporting accomplishment with the Order of Sport honour.

We celebrate diversity, inclusion, accessibility and reconciliation.

We are community builders.

We celebrate competitive spirit converted into community spirit.

We connect sport + social purpose.

We educate all Canadians on the values, history and culture of sport.

Characteristics of City/Region:

Calgary is one of the fastest growing energetic cities in the world. In the past 20 years, Calgary has hosted more international sport competitions than the combined total of the three largest cities in Canada. The Calgary/Bow corridor area has been the primary training and preparation site for many of Canada's top athletes in winter and summer sports, both at the Olympic and Paralympic Games. Calgary is the only city in Canada where over 50% of citizens regularly visit museums and attend performing arts events. Calgary was designated a Cultural Capital of Canada for 2012. Metropolitan Calgary population 1.5 M.

Canada's Sports Hall of Fame officially opened in Calgary at Canada Olympic Park on July 1, 2011.

City of Calgary website: calgary.ca

Tourism Calgary website: visitcalgary.com

Calgary Attractions website: <https://www.calgaryattractions.com/new/>

Canada's Sports Hall of Fame website: sportshall.ca