



 111-60 Scarsdale Rd.  
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**ONTARIO VOLLEYBALL  
EMPLOYMENT OPPORTUNITY**  
**Marketing and Communications Manager**

**Location:** 60 Scarsdale Road, Suite 111, Toronto ON M3B 2R7

**Supervisor's Title:** Executive Director

**Position Level:** Full-time (average 37.5 hrs/week)

**Salary Range:** Commensurate with experience

**Application Closing Date:** November 27, 2018

**ONTARIO VOLLEYBALL ASSOCIATION**

The Ontario Volleyball Association (OVA) is a non-profit member-based provincial sports organization where dedicated volunteers and professional staff provide leadership in the growth and development of indoor and beach volleyball for all Ontarians.

It is our vision to be recognized as a leading sport organization in Canada. To that end, the OVA works with its partners to support athletes through excellent customer service and by offering inclusive programming on a foundation of physical literacy for all ages and abilities. The OVA will provide athletes with quality opportunities for meaningful competition and will support coaches and officials with professional development opportunities.

**JOB SUMMARY**

Responsible for the planning, development and implementation of the Association's marketing, communications and social media strategies, public and media relations activities, digital and online properties, sponsorships/partnerships, fundraising, and support for business development.

This position is required to be on site at major events, to actively communicate with stakeholders and to promote programs and events in a timely fashion. The successful candidate must be a strategic thinker with solid writing skills and a creative mind.

**KEY RESPONSIBILITIES**

**Marketing and Communications**

- Plan, execute, and measure effective marketing and communications strategies to achieve long-term organizational goals using a creative mix of video, graphics, stories, web copy, social media and traditional media
- Advise stakeholders regarding issues management, as well as proactive and reactive communications planning
- Create and maintain annual communications schedule for program and event execution
- Design, compose and distribute all external publications including e-news, annual report, event programs, media kits, etc.
- Listen, monitor and respond to social media discussions about the OVA and its activities
- Write and deliver engaging website articles, email blasts, press releases, speaking notes, and presentations
- Manage and foster relationships with volleyball community, athletes, local media, partners, sponsors, and vendors/suppliers
- Report and evaluate website and social media metrics
- Design, support and oversee cross-functional communications throughout the Association

- Provide training and support to all staff for website and social media activities, including guidelines for content
- Manage the OVA websites to ensure content consistency and update content as required
- Manage organization's library of digital assets
- Build OVA brand awareness and ensure consistent and proper usage of brand marks
- Other marketing and communication tasks as directed

### **Sponsorship and Fundraising**

- Create and distribute sponsorship decks and presentations
- Maintain a database of prospective sponsor activity
- Devise and execute fundraising activities in an ongoing, annual campaign
- Negotiate and manage partnerships and sponsorships to generate revenue and/or enhance member engagement
- Solicit and manage on-site vendors for major events

### **Planning and budgeting**

- Responsible for achieving department goals and financial objectives
- Develop short and long-term plans and budgets for the department and its activities
- Develop, implement and monitor systems and procedures to ensure consistency and accuracy in department functions
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, social media, digital media and use this information to help the Association operate with initiative and innovation

### **Other**

- Be an ambassador for the OVA
- Manage seasonal employees to ensure delivery of all marketing/communications initiatives across all programs and events

### **QUALIFICATIONS:**

- Diploma or degree in marketing, communications, digital media, sport management, or related field
- Five years of professional experience in marketing, communications or a related field
- Excellent interpersonal, verbal and written communication skills
- Ability to analyze and think critically
- Commitment to teamwork, organization and attention to detail
- Professional self-starter, able to work with limited supervision and manage a diverse workload
- Proficiency with Adobe Creative Suite, including InDesign, Illustrator, Photoshop and Premiere
- Experience shooting and editing video is an asset
- Experience using website content management systems and a basic understanding of HTML
- Experience managing social media channels and analyzing insights
- Exceptional customer service for internal and external customers
- Excellent Microsoft Office skills with fluent knowledge of Microsoft PowerPoint, Word, and Excel
- Superior verbal, written, and presentation skills
- Flexibility to work evening and weekends to accommodate events
- Sport experience an asset
- Experience with a not-for-profit organization and volunteer committees an asset

The incumbent must also demonstrate the following personal attributes that reflect the OVA's Organizational Values:

**Accountable:** by acting in a fiscally responsible and transparent manner with OVA funds, governance and operations promoting practices that contribute to safe sporting environments.

**Excellence:** by designing and delivering the best possible programs and services for all OVA stakeholders.

**Collaborative:** by respectfully working in partnership with key stakeholders locally, provincially and nationally including government, funding partners, clubs, national organizations, para organizations, volunteers, athletes, families, coaches, administrators, officials, service providers, sponsors through ongoing feedback and input from stakeholders.

**Intentional:** by developing programs that are based on clear strategic objectives in order to achieve high quality meaningful and relevant desired outcomes.

**Sustainable:** by building organizational capacity, partnerships, innovative funding, sharing and economizing of resources to achieve the strategic objectives and sport mandate.

**Integrity & Respect:** by interacting with all our stakeholders by fostering trust in all our relationships as consistently demonstrated by our actions and promoting inclusivity for all Ontarians in fair manner.

**REQUIREMENT FOR APPLYING:**

- Cover letter
- Resume
- Salary Expectations
- Three (3) letters of reference

**Note:** Salary will be commensurate with level of experience, skills and qualifications, and subject to negotiation with successful applicant.

Please forward your cover letter, resume and three (3) professional letters of reference via email by November 27, 2018, with **MARKETING AND COMMUNICATIONS MANAGER** in subject heading to:

Ontario Volleyball Search Committee  
[jjubicic@ontariovolleyball.org](mailto:jjubicic@ontariovolleyball.org)

**The OVA is an equal opportunity employer. The OVA is committed to providing an environment that is accessible by all and will make all reasonable accommodations for job applicants with disabilities in order to support their full participation in our recruitment process.**

**Thank-you, for your application but only potential candidates will be contacted for an interview.**