



Alpine Canada – Manager of Communications

JOB PURPOSE

Alpine Canada (ACA) is seeking a passionate and engaging leader to fill the role of Manager of Communications based in Calgary, AB. This individual will implement ACA's communications strategies as well as manage and execute initiatives for public relations, media relations, content development, storytelling for Alpine Canada communication channels.

Reporting to the Chief Commercial Officer, this individual will work collaboratively with all Alpine Canada disciplines and departments to support the goals of the organization.

CORE RESPONSIBILITIES:

Communications

- Management of the ACA strategic Communications plan including:
 - Establishing and executing the annual Communications calendar
 - Developing themes and key messages
 - Working collaboratively with incident management and crisis comms plans
 - Establishing, training and enforcing the athlete communications protocols
- Writing and executing all race reports, summaries and results for ACA channels throughout the competition season
- Manager of internal and external communications of activities, results and issues management
- Writing media releases and web stories including season previews, weekend recap, race preview, athlete stories and partner communications
- Responsible for ACA newsletter content and publishing
- Develop key messaging, holding statements and briefing of ACA spokespeople
- Acting as spokesperson when appropriate

Media Relations:

- Managing media relations, story writing and pitching to media outlets
- Coordinating athlete interview requests across Canada
- Planning and executing media events, outreach and post event reporting
- Updating CCO and CEO on media decisions and potential situations involving ACA
- Monitoring earned media impressions reporting and providing monthly summary reports
- Leverage the opportunity of Alpine Canada's 100th anniversary to engage the nation of skiers in storytelling and peak moments over 100 years of skiing in Canada

Content

- Contributes to ACA content creation for newsletter, collateral materials and website
- Lead copywriter including media releases, web/social media posts, brochures
- Produce corporate materials like annual report, meet the athlete brochure and content for other ACA publications
- Produce reports with google analytics, social media monitoring and engagement results
- Manages corporate translation budget and activities



Manager of Communications
Position Summary
Alpine Canada
August 2019



QUALIFICATIONS:

- Bachelor Degree, ideally in Communications, Public Relations, Journalism, Marketing or Business Administration
- 3 to 5 years of progressive Communications, Marketing, Public Relations experience gained primarily with a Professional or Amateur sports team, sports property or a business involved in marketing communications
- Experience managing email database and campaigns including use of mailchimp
- Extensive experience, knowledge and passion for high performance sport and National Sporting Organizations
- Experience and contacts with media organization partners across Canada
- Solid project management skills and effective time management/prioritization skills
- Bilingualism (English and French) preferred

CONTACT:

Please send all cover letters and resumes to marketing@alpinecanada.org citing the position title in the subject line. No telephone calls please. We thank all applicants for their interest; however only those selected for an interview will be contacted.