



Coordinator, Digital & Marketing

Reports to: Director, Brand & Product

The Position:

Alpine Canada Alpine (ACA) is the national governing body for Ski Racing in Canada and home to three of Canada's most exciting snow sports: Alpine, Para-Alpine and Ski Cross Racing. The organization has a new Board and senior management leadership that are committed to a vision for Canada to be a World Class ski racing nation inspired by the passion and performance of Canada's ski teams. Our mission is to increase Canadian Ski Racing podium performances AND inspire growth in participation and fans.

We are currently seeking a detail-oriented individual with outstanding organizations skills to join our organization in the role of **Coordinator, Digital & Marketing**.

Reporting to the Director, Brand and Product, the Coordinator, Digital & Marketing is a member of the Partnerships and Marketing Team. The successful candidate will combine creative communication skills and technical savviness to devise and implement strategic growth efforts through social media and website and newsletters, and support the administration of day-to-day operations of the Partnerships & Marketing Department.

Duties:

Digital Support:

- Support daily maintenance and content development of Alpine Canada social media channels to targeted audiences
- Assist with development of strong, brand infused copy for social media and corporate website, using both written and editing skills
- Create online content across all Alpine Canada digital channels
- Newsletter campaign management and project management
- Support website management, and support planning for website refresh project (Summer 2022)
- Quantify, analyze digital content campaign results, making recommendations for improvement
- Support the overall Partnership & Marketing teams in day-to-day servicing of partners and licensees;
- Other responsibilities, as required

Marketing & Brand Support:

- Assists with research, development and execution of Partnership & Marketing projects;
- Support brand position across all digital marketing channels
- Support marketing team with event-based needs and on-site activation
- Other responsibilities, as required

Working Conditions

- Full time



- Seasonal: January through April, with efforts made to extend into full time role.
- Calgary Office

Employment Requirements

- 2-3 years experience in communications, marketing, business, or a related field.
- Applied degree or Diploma, or currently enrolled in similar program
- Familiarity with digital media platforms and campaign software/tools is a requirement
- Strong understanding of HTML and CSS
- Experience with design program, content creation
- Demonstrates an ability to think analytically and strategically,
- Ability to demonstrate strong project management skills and effective time management and prioritization skills,
- Excellent problem-solving skills
- Demonstrates and embodies the ACA values of Excellence, Leadership, Accountability, Respect and Courage

Additionally, the candidate must be able to demonstrate excellent interpersonal and collaborative skills with experience driving results in complex workplace and stakeholder environments. Advanced ability working with MS office applications is required.

Please send your cover letter and resume to careers@alpinecanada.org. Interviews will take place via teleconference.

We thank all applicants for their interest; however, only those considered for an interview will be contacted.

CONTACT INFORMATION

Alpine Canada Alpin
Suite 302, 151 Canada Olympic Road S.W
Canada Olympic Park
Calgary AB T3B 6B7