



Director, Brand & Communications

Reports to: **Vice-President, Partnerships & Marketing**

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 new Board and senior management leadership that is committed to its vision for Canada to be a World Class ski racing nation that is inspired by the passion and performance of Canada's ski teams. ACA leads the achievement of Canada's ski teams' podium success and inspires the next generation of ski racers and fans.

We are currently seeking an experienced and motivated sport marketing and communications leader to join our organization in the role of Director, Brand & Communications. Reporting to the Vice President, Partnerships & Marketing, the Director, Brand & Communications is a member of the Marketing and Communications team. The Director, Brand & Communications will lead the development and delivery of marketing and communications strategies that build Alpine Canada's brand with key stakeholders, the ski community, and fans. The candidate will need to have a strong understanding of brand and content channel marketing, corporate communications and media relations and be prepared ready to work in a fast-paced, exhilarating environment committed to high-performance and excellence, inspired by our nation's best athletes.

Core Responsibilities:

- **Communications**
 - Lead and act as the lead author on all corporate communications initiatives including fan engagement and corporate publications, media relations materials, and strategic communications content
 - Proactively identify opportunities to elevate Alpine Canada voice as a leader in the Canadian sport system to gain profile for the organization and athletes
 - Manage and maintain professional relationships with media, athletes, colleagues and internal/external stakeholders
 - Act as the lead author for all ACA publications including newsletters, press releases, annual reports, digital content, etc.
 - Engage media and pitch stories to drive storytelling opportunities for ACA athletes, programs, events and initiatives
 - Develop crisis communications plans and provide executional support to the leadership team
 - Establish annual growth KPI'S for ACA earned and owned channels and oversee monthly analytics reporting
 - Support digital content team and provide oversight and direction to ACA's digital content strategy with a strong focus on engagement growth
 - Support and provide direction on the redevelopment of ACA's corporate website



- **Brand**
 - Develop and implement the organization's brand and marketing strategy to ensure ACA has strong visibility and an "always on" approach during the key ski racing season
 - Identify strategies and new opportunities to engage fans and convert them to higher engagement levels
 - Work collaboratively with partner organizations (PTSO's) to expand ACA's reach across partner channels and identify mutually beneficial opportunities for both parties
 - Establish a strategic brand framework for Alpine Canada program and events that elevates each property while remaining connected to the organization's main visual identity
 - Follow and understand industry brand and marketing trends and identify opportunities for ACA and its athletes to gain additional exposure with market changes
- **Management**
 - Lead the team to deliver growth results that elevates Alpine Canada's brand and inspire fans to engage with ACA
 - Provide oversight and on-going guidance to the communications team in the delivery of the marketing communications strategy
 - Provide feedback, learning and growth opportunities for direct reports and directly support the digital Comm's team
 - Establish healthy working habits and processes to ensure the teams time and energy is managed particularly in peak season
 - Manage the communications budget with strong attention to detail

Working Conditions

- Full-time
- Location: Toronto or Calgary
- Evening and weekend work will be required during peak season
- Travel, both domestically and internationally maybe required

Employment Requirements

- 8+ Years' progressive experience in communications, marketing and brand experience with a proven history of impact that delivered strong results
- A Bachelors Degree in Communications, Journalism or Marketing or relevant work experience
- Strong understanding of the Canadian media landscape
- Experience and understanding of the domestic and international sport system is preferred
- Understanding of brand building principles with a strategic and growth mindset
- Ability to communicate and build rapport and credibility quickly with internal and external stakeholders



- Demonstrated leadership, coaching and team building skills that foster, motivate and support an environment of high performance, trust and collaboration
- Exhibits a strong understanding of current and future digital landscape and industry trends
- Strong project management, effective time management and prioritization skills
- Experience in leading and managing a small team
- Fully bilingual preferred (English & French) – written and verbal
- 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 working in complex workplaces with many key stakeholders. Strong experience with various software (Office 365, Microsoft Teams, Sharepoint) is also preferred.

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

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