

Canada Student Summer Jobs Initiative
Communications Officer – World Junior Badminton Championships 2018
BADMINTON ONTARIO Location: Toronto

Summary of the role:

The Communications Officer position is an exciting role for someone who wants to be at the heart of the sport for change sector. The Communications Officer builds, cultivates, and tends to the expansive 2018 BWF World Junior Badminton Championships projected “community”, which includes thousands of potential participating individuals by ways of athletes, coaches, officials, volunteers, spectators and many more! Sport has gained in political and social significance, with growing public awareness of its contribution to personal health, community development and the national economy. As a result, there is increasing demand for higher quality and more diverse provision, and staff are expected to possess a range of personal skills and attributes.

Communications Officer Responsibilities:

- Manage all areas in regards to online/digital platforms and networks that engage with 2018 BWF World Junior Badminton Championships’ media channels
- Lead on day-to-day 2018 BWF World Junior Badminton Championships communication activity and support on 2018 BWF World Junior Badminton Championships planning as required
- Support in tasks for the Local Organizing Committee (LOC) of the 2018 BWF World Junior Badminton Championships as required
- Manage and support the 2018 BWF World Junior Badminton Championships official website updates and organization

Specific Duties & Responsibilities:

2018 BWF World Junior Badminton Championships Website

- Take ownership over the development and management of the 2018 BWF World Junior Badminton Championships website (and Badminton Ontario website wherever needed), including generation and sourcing of relevant content, making improvements to functionality, monitoring performance and ensuring it is up-to-date with accurate event information

Social Media

- Work with the Marketing Officer in managing and expanding social media presence across various digital platforms.
- Source relevant sport industry news, share and engage with the Badminton Ontario social network
- Support in the development and delivery of overarching social media strategy, as well as responsibility of event led media campaigns

Publications, Publicity, and Media

- Source, write and produce the 2018 BWF World Junior Badminton Championships Bulletins and relevant Newsletters
- Write press releases, articles and lead on copy-writing for event related materials
- Develop relationships with relevant sport development media contacts representatives
- Increase Badminton Ontario’s (and 2018 BWF World Junior Badminton Championships) profile across media, and with influencers

2018 BWF World Junior Badminton Championships Implementation

- Assist on all campaign strategy and communication
- Support and manage all aspects of content/programming



- Support the LOC in the creation of required pitch and business development documents
- Engage with and support Badminton Ontario network members to engage development for the 2018 BWF World Junior Badminton Championships
- Work with the Marketing Officer to ensure consistency with the use of the Badminton Ontario and 2018 World Junior Championships brand across all media and event outlets
- Responsibility for analysis and publication of partnership, sponsorship, and event feedback
- Support Directly on other day-to-day activities where required

Desired Skills & Experiences:

- Experience in written publication and press releases
- Experience with website, and website design – ideal, but not required
- Excellent written and verbal communication
- Strong organisational and planning skills are essential
- The ability to work under pressure and to tight deadlines
- The ability to multitask and work across more than one project at a time
- Strong interpersonal skills
- Good creative skills
- An interest and understanding of the non-profit/sport sector and sport development

Salary, Work Term, and Conditions:

- Estimated 30 hrs per week over an eight week period (July & August)
- \$18 per hour
- Applicants must:
 - be between 15 and 30 years of age (inclusive) at the start of employment;
 - have been registered as a full-time student during the preceding academic year;
 - intend to return to school on a full-time basis during the next academic year;
 - be a student in a secondary, post-secondary, vocational or technical program;
 - be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act* and;
 - be legally entitled to work according to the relevant provincial / territorial legislation and regulations
 - Note that Foreign students are not eligible
- Primarily based out of the PSO office located at 3 Concorde Gate, Toronto ON, M3C 3N7
- Successful candidates may need to bring personal laptops to complete tasks

Please send a covering letter explaining why you think you best fit this job role along with your CV to the Badminton Ontario Executive Committee at executive.committee@badmintonontario.ca with subject line “CSJ Communications Officer Application”

Application deadline will be June 24, 2018 at 5:00 pm.

Thank you for your interest and application, however, only potential candidates will be contacted for an interview.

Visit www.badmintonontario.ca and www.wjc2018.ca for more information