

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

Summary of the role:

As the Sports Marketing Officer, the primary responsibilities are to provide planning and program support regarding the sponsorship and the event activation leading up to the 2018 BWF World Junior Badminton Championships. You will coordinate and implement various marketing and promotional strategies in order to increase awareness for the event. You will also be conscience of the budgetary restrictions as outlined by the managerial staff and Local Organizing Committee (LOC) members. 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.

Sport Marketing Officer Responsibilities:

- Assisting in the program development and activation of the 2018 BWF World Junior Badminton Championships sponsorships.
- Interacting with the LOC and community when needed.
- Developing and managing the program budgets under the guidance of managerial staff.
- Drafting and negotiating sports marketing programs with potential sponsors and partners.
- Maintaining updated databases and preparing reports.
- Maintaining the contract summaries.
- Preparation and review of the legal documents and contracts signed with the various sports authorities.
- Work with the Communications Officer on website management.

Social Media

- Work with the Communications 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

- Work with the Communications Officer to 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 Communications Officer to ensure consistency with the use of the Badminton Ontario and 2018 World Junior Badminton 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
- Working knowledge of Photoshop, MS Office, and Powerpoint etc.
- In-depth understanding of live marketing and activation
- Good 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
- Strong 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 Marketing 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