



Title: Communications and Content Coordinator
Type of position: Full Time Permanent
Location: Remote within Canada, with travel
Salary: \$45,000 - \$50,000 (depending on experience)
Reporting to: Chief Executive Officer
Start Date: April 2025

Wheelchair Rugby Canada is a world-leader in Wheelchair Rugby, a respected advocate for wheelchair athletes, and a visionary organization committed to excellence in programs from recruitment to retirement.

Wheelchair Rugby Canada is committed to building a skilled, diverse team reflective of Canadian society. As a result, we promote employment equity and encourage applications from women, Indigenous peoples, persons with a disability, or members of a visible minority group, regardless of sexual identity, gender identification, or gender expression, and marital or family status.

POSITION DESCRIPTOR

Wheelchair Rugby Canada is looking for a Communications and Content Coordinator to take a hands-on, execution-focused role in producing engaging content, managing social media, and enhancing communications with key audiences.

This position will travel with the National Team to provide live event coverage, capture athlete stories, and produce content across multiple platforms. The role requires a creative, highly organized individual who thrives in fast-paced, event-driven environments and is eager to bring wheelchair rugby to a wider audience through compelling storytelling and real-time engagement.

This position is about creating, posting, filming, editing, and developing communications to build awareness and increase engagement.

KEY RESPONSIBILITIES

Social Media & Content Creation

- Share and monitor content across WRC's social media accounts (X, Facebook, Instagram, LinkedIn, YouTube).
- Capture and create short-form video content (interviews, highlights, behind-the-scenes moments).
- Post live updates from competitions, training camps, and events, including scores, match results, and key moments.
- Engage with audiences by responding to social media comments and messages.
- Work with a graphic designer to develop visuals for social media, events, and campaigns.
- Track and measure success of digital communications tools via analytics.
- Keep an updated content calendar for major campaigns.



Event & Competition Coverage (Travel Required)

- Travel with the National Team to provide real-time digital coverage of international and occasionally domestic competitions.
- Conduct post-game interviews with athletes and coaches for social media and website use.
- Manage the live streaming of Nationals, ensuring high-quality broadcast production.
- Capture behind-the-scenes content that showcases the athlete experience.

Website

- Research, write and edit material for the WRC website (WordPress) including but not limited to athlete bios, event results, and news stories.
- Build out pages to ensure WRC programs have information and resources available to the community.
- Ensure international and domestic competition schedules are up to date.
- Ensure Wheelchair Rugby Canada's program pages are maintained and updated.
- Maintain and organize the WRC media archive, ensuring photos and videos are easily accessible.

Media & Communications

- Act as the primary contact for media requests, coordinating interviews and press inquiries.
- Provide communications support to internal audiences, including WRC staff, board of directors, athletes and partners.
- Write press releases, newsletters, and donor communications to share WRC updates.
- Build and maintain accurate internal contact and distribution lists.

Sponsorship & Donor Support

- Develop content and communications for fundraising and donor programs.
- Ensure sponsorship activations are properly executed on social media and communication channels.

QUALIFICATIONS AND SKILLS

- Bilingual (English & French) preferred.
- Further education in communications, media, journalism, or a related field is an asset.
- Experience with social media, content creation, or digital media.
- Hands-on experience with video creation, editing, and photography (Canva, Adobe Premiere, or similar tools).
- Experience with WordPress or similar website platforms.
- Comfortable posting and monitoring social media in real-time at competitions and events.
- Strong writing and communication skills, with the ability to craft engaging posts and media releases.
- Ability to work independently in a remote environment and take initiative in creating content.
- Knowledge of sports or adaptive sports is an asset but not required.
- Availability to travel occasionally for national and international events.

Work Environment & Travel Expectations



- This position is remote, but the successful candidate must be comfortable working independently.
- Travel is required for major competitions, including some evenings and weekends.
- The role involves fast-paced, on-the-ground content creation, requiring adaptability and quick decision-making.

How to Apply:

To be considered for this position, email a detailed resume and cover letter addressing how your experience supports the requirements of the position to Paul Hunter, Chief Executive Officer, Wheelchair Rugby Canada at info@wheelchairrugby.ca by **March 21, 2025, at 5:00 PM Pacific Standard Time.**

We appreciate the interest of all applicants. However, only those selected for an interview will be contacted.