



# POSITION PROFILE

Senior Coordinator, Athlete and Alumni Engagement

## JOB PURPOSE

As a key member of the Communications and Brand Team, the Senior Coordinator, Athlete & Alumni Engagement is responsible for a wide range of activities to engage and involve our Canadian Paralympians in meaningful ways. This includes responsibility for the implementation and development of effective outreach and engagement strategies of the athlete and Alumni community supporting the organisation's brand and awareness initiatives, special events and projects, corporate activations and fundraising activities, and Alumni Relations programs. The incumbent must be a Paralympian, and able to communicate in both official languages. Interact and organize effectively in order to build mutually beneficial relationships between current athletes, alumni and the Canadian Paralympic Committee (CPC) and its stakeholders.

*Type:* Full-time  
*Reports:* Manager, Athlete Marketing and Alumni Engagement  
*Location:* Ottawa

## PRIMARY RESPONSIBILITIES

The Senior Coordinator, Athlete & Alumni Engagement is responsible for:

- Working with the communications brand team to develop and implement a comprehensive and integrated content plan targeted at active and Alumni Paralympians
- Developing and maintaining positive relations with CPC's Alumni base
- Assisting in the implementation of Alumni outreach programs that have impact locally, nationally and internationally
- Assisting in the delivery of CPC's athlete brand ambassador initiatives
- Coordination of outreach strategies in support of fundraising
- Provide support and content to the Athlete & Alumni Monthly Newsletter
- Monitor, evaluate and report on effectiveness of Alumni and Athlete outreach programs (e.g. Community sentiment, debrief and feedback)
- Maintenance of accuracy of Alumni records, including having an active role in establishing database/CRM
- Researching and supporting new initiatives and best practices (e.g. trends in Alumni outreach, engagements and servicing)



- Contributing to the development and activation of Athlete & Alumni engagement strategy around Games time (Paralympic, ParaPan American)
- Provides support to the Alumni Mentorship Program
- Provides support to the Game Plan program
- Working closely with other department members in support of overall development activities and goals as it relates to Paralympic Athlete Engagements

## QUALIFICATIONS

### Education

- Related post-secondary education with a marketing and communications or equivalent experience with a sport or not-for-profit organization

### Knowledge and Skills

- Entrepreneurial skills, the ability to multi-task, and a proven ability to meet goals are core requirements to ensure a professional execution of all Alumni Relations tasks.
- Knowledge and demonstrated skills in the areas of database and/or CRM software.
- Excellent verbal and presentation skills, in both official languages
- Skills in office applications for email, project planning & tracking, word processing, and presentation development.
- Demonstrated ability to work effectively and collaboratively with both internal and external colleagues
- Knowledge of the Canadian Sport System

### Experience

- Paralympic Athlete
- Proven experience developing and implementing strong relationships with stakeholders and/or clients

### Personal Characteristics

- Creative and Dynamic
- Results-oriented
- Strategic
- Systematic and organized
- Cooperative, team player, collaborative
- Understands requirements before leaping to action



### **Values**

- Exemplifies our organizational values
  - Excellence
  - Integrity
  - Focus
  - Team
  - Inclusive

### **Working Conditions**

- Work is primarily in an office environment
- Some overnight travel and off-site work may be required (e.g. Games, special events)
- Will be required to work evenings and weekends during the busiest periods, including Games and other special events

### **Application Process**

Interested applicants can apply through the following link:

<https://paralympic.bamboohr.com/jobs/view.php?id=18> by no later than Friday January 4<sup>th</sup>, 2019.

CPC is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, record of offences, age, marital status, family status or disability.

CPC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.