



MANAGER, PUBLIC RELATIONS

JOB PURPOSE

The Manager, Public Relations is responsible for infusing a strong & impactful Paralympic Brand story that is present and consistent with overall Communications and Brand strategy in traditional earned media campaigns while providing valuable ROI to stakeholders.

The Manager Public Relations is responsible for maximizing the media coverage of the Canadian Paralympic movement increasing the profile, recognition and celebration of Paralympic Sport, Paralympians and the Canadian Paralympic Committee across Canada.

Type: Full-Time

Reports to: Executive Director, Communications & Brand

Location: Ottawa

Primary Responsibilities

- Supports the Communications & Brand team to meet its objectives outlined in its strategic plan
- Ensures consistency in brand activations as it relates to the CPC's "brand story" and messaging in all of CPC's brand material including but not limited to press releases, corporate documents, reports, speeches.
- Represents the CPC and work closely with internal CPC departments, external individuals and organizations to realize communications and brand marketing objectives
- Contributes to the development and activation of the PR plan within the communications and brand marketing strategy as well as to the monitoring and evaluation of related projects and activations
- Manages the Coordinator, corporate communications, interns, volunteers and contractors

Key Activities

- Formulate and execute effective media relations strategies
- Obtain greater earned media coverage of Paralympic Sport within mainstream sport media as well as national and regional media across print, internet, radio and television



- Proactively identify and pitch opportunities to profile athletes, coaches, and other stakeholders in sport and non-sport media
- Manage and foster strong media relationships with Canadian media
- Establish media relations and corporate benchmarks for CPC related campaigns (brand awareness, fundraising, recruitment).
- Managing critical path for CPC stakeholder PR deliverables as it relates to the Communications and Brand department
- Develop key messages, Q & As, fact sheets, Media Guides and other items for media information packages;
- Coordinate interviews, media events, press releases & conferences
- Manages, monitors and analyses traditional and digital media and report on the performance of the media relations activities and CPC brand reputation
- Monitor media relations trends in sport and other related communities and adapt strategies as necessary
- Leverage website, social media, and bloggers to engage media
- Provide issue management strategies as well as briefs and key messages
- Write, and edit speeches for CPC spokespeople
- Write, edit and proofread CPC publications and material (i.e. Website, Media guide, Annual Report, Quarterly reports)
- Active contributor to CPC editorial team

Qualifications

Education

Related post-secondary education in the field of communications, public relations, journalism, communications

Knowledge and Skills

- Demonstrated knowledge and expertise in media relations within the sport environment, with Games experience preferable
- Knowledgeable about current trends in both sport and media
- Knowledgeable about Canada's sport system, preferably the parasport system
- Demonstrated ability to cultivate relationships with reporters and promote a product, movement and/or personalities
- Demonstrated ability to work effectively and collaboratively with both internal and external colleagues (e.g. CPC peers & supervisors, athletes, suppliers, sub-contractors)
- Fluently bilingual in French and English, with strong business writing, presentation and verbal communication skills
- Exhibits strong program/project management skills



Experience

- Minimum 5 years related experience managing the development and execution of media relations strategies in sport
- Experience developing and managing media strategies and budgets
- Experience with media relations in a Multi-Games event is an asset
- Experience working with external suppliers, volunteers

Personal Characteristics

- Cooperative, team player, collaborative, able to inspire others
- Methodical and organized, able to manage different projects at the same time
- Flexible, to work well with a wide range of people from different parts of the business
- Good analytical skills
- Creative
- Energetic
- Results-oriented
- Service-orientated
- Excellent communicator, both verbally and in writing

Values

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

Working Conditions

- Work is primarily in an office environment
- Overnight travel and off-site work is required (e.g. for Paralympic Games, special events, meetings)

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