



SOCIAL MEDIA AND MARKETING COORDINATOR

Ottawa2026 Wheelchair Basketball World Championships

JOB SUMMARY:

Wheelchair Basketball Canada is seeking a dynamic, creative and detail-oriented **SOCIAL MEDIA AND MARKETING COORDINATOR** to join our team for the **Ottawa2026 Wheelchair Basketball World Championships**, taking place in **Ottawa September 9-19, 2026**. The successful candidate will play a crucial role in executing marketing strategies and plans, creating content for all digital platforms (social media, newsletter, website etc.), driving audience engagement, and supporting sponsorship and ticket sales for this high-profile event. Working closely with the Executive Director, the Director of Marketing & Communications, internal teams, and external partners, the successful candidate will ensure seamless delivery of social media campaigns and promotions that elevate the event's profile and achieve our organizational goals. This role combines creative thinking with technical expertise to manage digital platforms, create compelling content, and analyze campaign performance.

KEY RESPONSIBILITIES:

1. **Marketing Campaign Execution:**
 - Develop and implement marketing plans, including digital, social media, email, print, and out-of-home campaigns.
 - Coordinate timelines, deliverables, and assets across all marketing platforms.
2. **Content Creation and Management:**
 - Create engaging content for websites, social media, newsletters, and other communication channels.
 - Manage and update event websites, newsletter and social media platforms to ensure accurate and creative content, including writing compelling and informative content that will ensure optimal search engine visibility through strategic SEO implementation.
 - Develop and manage an integrated editorial calendar.
3. **Branding and Collateral Management:**
 - Ensure consistent application of event branding across all materials and platforms.
 - Coordinate the production of promotional items, signage, and merchandise.
4. **Event Promotions and Partnerships:**
 - Support community outreach initiatives and promotional events to drive awareness and ticket sales.
 - Liaise with sponsors and partners to execute co-branded marketing activities.
 - Assist with on-site activation of all sponsor activations.
5. **Data and Analytics:**
 - Track and analyze marketing campaign performance metrics, providing regular updates to the team.
 - Use insights to suggest improvements for ongoing and future campaigns.
6. **Administrative Support:**
 - Coordinate with vendors, agencies, and partners to ensure timely and accurate delivery of marketing materials.
 - Manage marketing budgets, invoices, and contracts in collaboration with the finance team.
7. **Volunteer and Audience Engagement:**
 - Assist in volunteer recruitment campaigns and student engagement initiatives.
 - Support audience development strategies for target demographics.



SKILLS AND QUALIFICATIONS:

Education and Experience:

- Post secondary degree in Marketing, Communications, Journalism, Sports Management, or a related field.
- 2-4 years of experience in marketing and communication preferably within sports, events, or entertainment.

Technical Skills:

- Proficiency in all social media platforms and management tools (e.g., Hootsuite, Meta Business Suite).
- Knowledge of design tools like Adobe Creative Suite or Canva.
- Experience and proven track record in content creation (video clips, interviews, creative posts).
- Experience with website CMS platforms (WordPress) and email marketing tools (e.g., Mailchimp).
- Familiarity with Google Analytics, SEO, and digital advertising platforms.

CORE COMPETENCIES:

1. **Strong Communication Skills:**
 - Fluency in English and French with outstanding oral and written skills in both languages.
 - Ability to create compelling, audience-specific content.
 - Comfortable on camera, as well as interviewing other people.
2. **Project Management:**
 - Proven ability to manage multiple projects, deadlines, and stakeholders.
 - Detail-oriented with excellent organizational skills.
3. **Creativity and Innovation:**
 - A creative mindset to develop fresh, engaging marketing ideas.
 - Ability to adapt to evolving trends and platforms.
4. **Teamwork and Collaboration:**
 - Strong interpersonal skills for working with cross-functional teams.
 - Positive attitude and adaptability in a fast-paced environment.
5. **Analytical Skills:**
 - Ability to interpret data and generate actionable insights.
 - Results-driven with a focus on achieving measurable outcomes.

ADDITIONAL ASSETS:

- Highly energetic with a passion for sports and events.
- Experience with accessibility or inclusive marketing is a plus.

By joining our team, you'll be part of an exciting, fast-paced environment, helping deliver a memorable sports experience.

Job Type:	Full-time. Fixed term contract.
Location:	Ottawa. Virtual to start, but may move to hybrid in fall 2025.
Salary Range:	Commensurate with Experience
Start Date:	Immediately
Eligibility:	To be eligible for employment the individual must meet the following criteria:

- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment;
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.



The application deadline is **January 31, 2025**. We thank all applicants who apply, but only those candidates selected for an interview will be contacted.

Please send your resume, cover letter and salary expectations to the attention of:

Cindy Burwell
Executive Director, IWBF Wheelchair Basketball World Championships
cburwell@ottawa2026.ca

The employer 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, age, marital status, family status or disability.

About Wheelchair Basketball Canada

Wheelchair Basketball Canada is the national sports governing body responsible for the organization of the sport in Canada. It is a non-profit, charitable organization that is committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians from grassroots to high performance. Wheelchair basketball is a fast-paced, hard-hitting, competitive sport in which Canada is held in high esteem around the world for winning a combined six gold, one silver, and one bronze medal in the last seven Paralympic Games.

Wheelchair Basketball Canada is committed to a working environment which is free from discrimination and harassment and is inclusive and respectful of individual differences and strengths.

Wheelchair Basketball Canada is dedicated to employment equity and fostering diversity within the workplace to build an inclusive workforce where all employees have the opportunity to reach their potential.

For more information, visit: www.wheelchairbasketball.ca

About Ottawa2026: Wheelchair Basketball World Championships

Wheelchair Basketball Canada (WBC) has been awarded the rights to host the 2026 Wheelchair Basketball World Championships (Ottawa2026) Sept 9-19, in Ottawa, Canada. Over 600 athletes, coaches, officials, delegates, and volunteers will attend the event that features 28 teams (12 women's 16 men's) and 20 participating countries.

For more information, visit: www.ottawa2026.ca