**Director of Communications & Marketing**

Gymnastics Canada (GCG) is the National sport governing body responsible for the governance, development, and promotion of Gymnastics in Canada. As outlined in the GCG Mission statement: We lead and govern the Canadian gymnastics system, direct High Performance in pursuit of international excellence and guide and /or partner in the development of quality and innovative gymnastics programming. Gymnastics is a multi-discipline sport with two identities, one as a foundation sport and the other as a competitive sport (Olympic & non-Olympic disciplines).

**Summary**

Reporting directly to the President/CEO, the Director of Communications and Marketing is responsible for developing and managing comprehensive communication and marketing plans, in support of the strategic objectives of Gymnastics Canada. The desired candidate will be skilled in all aspects of communication and media, and will serve as the media spokesperson for the organization.

The Director, in collaboration with the President/CEO, will set the communications and marketing strategy and direction for Gymnastics Canada. The position demands vision, innovation, leadership, program planning, fiscal accountability, communications and marketing expertise, as well as experience with metrics, reporting and performance management.

**Core Responsibilities**

Communications

* Develop, implement, evaluate and maintain the GCG communications plan that will help enhance membership value, visibility and leadership of the organization and its programs;
* Lead both internal and external communications initiatives and protocols, to foster a high performance work culture and successfully articulate communications messages to all stakeholder groups;
* Develop, evaluate and maintain diverse communications tools including but not limited to website, e-newsletters, monthly updates, social media and print material;
* Develop and implement communications plans for GCG competitions and events;
* Develop and implement media relations plans in order to obtain media exposure for the organization and monitor media exposure;
* Write and distribute press releases and articles and coordinate press conferences and similar media events.

Marketing

* Develop, implement, evaluate and maintain the GCG marketing plan;
* Develop, implement, evaluate and manage diverse marketing campaigns, publications, and events;
* Develop and manage public relations and brand marketing strategy to increase awareness and encourage growth in both existing and new markets;
* Work with the President/CEO in efforts to manage partnership relationships and increase revenues through partnership/sponsorship opportunities;
* Develop and maintain a GCG Brand Strategy, including a standards manual outlining the procedures to enhance the GCG image and ensure consistency in use of the GCG brand;
* In consultation with the President/CEO, develop marketing related revenue streams for GCG (such as merchandising and advertising).

**Qualifications**

* Proven success in building and implementing innovative and effective communications and marketing plans;
* 5 years experience in managing the communications and marketing functions for a comparable corporation or association, preferably in sport;
* Post-secondary degree in Communications, Marketing, or a related field;
* Demonstrated leadership in communications and marketing strategies, projects, initiatives, publications, and building stakeholder partnerships and consensus;
* Excellent written and oral communication skills in both official languages;
* Knowledge of the Canadian sport system; and
* Experience working with, and directing resources in, the areas of media, advertising, direct marketing, websites, social media and print.

Applicants are invited to submit their applications and resume prior to January 19th to:

**Mary DeGrasse**

Gymnastics Canada

1900 City Park Drive – Suite 120

Ottawa, ON, K1J 1A3

[mdegrasse@gymcan.org](mailto:mdegrasse@gymcan.org)

We thank all the applicants for their interest, but only those candidates selected for an interview will be contacted.