

# Communications Coordinator

## Contract Terms:

- 8 weeks (May 19-July 13, 2025)
- \$17.20/hour, 35 hours/week
- Virtual position, based in the Greater Toronto Area
- Full-time summer student contract
- Occasional evening and weekend hours may be required
- Travel and event attendance required as needed

## Responsibilities

- 2025 National Championships and National Team training camp
  - Onsite attendance in Oshawa, Ont. (May 23-30, details TBC)
  - Support the creation and publishing of engaging content leading up to, during and after the National Championships
  - Assist with the event livestream as appropriate
  - Support National Team content gathering (headshots, social media features) during the training camp
- Promotional planning for 2025 Hoopfest
  - Review and update Hoopfest pages on the WBC website
  - Craft a comprehensive social media strategy to increase awareness, engagement and conversions (donations, team registrations) across platforms
  - Create a visual identity for the event and produce corresponding graphic assets
  - Conceptualize and create engaging content for social media channels and The Hoopfest Newsletter
  - Work closely with the Marketing & Communications Team to align goals, messaging and creative direction
- Document 3x3 landscape across the country
  - Populate and maintain a 3x3 information section on WBC's website
  - Connect with program leaders to gather and verify details on current and upcoming 3x3 events
- Assist in drafting WBC's 2024 Domestic Annual Report in alignment with WBC's organizational strategic plan
  - Analyze data and identify key outcomes, successes and growth areas
  - Develop visually engaging report content to communicate impact and inform future planning





- Develop and maintain an organization-wide media lists
- Additional responsibilities related to day-to-day marketing and communications initiatives for WBC and the Ottawa 2026 IWBF Wheelchair Basketball World Championships, as agreed upon with the Marketing & Communications Team

#### **Qualifications**

- Currently enrolled in post-secondary education or experience working in social media/marketing/events
- Experience with social media management and content creation
- Proficiency in social media platforms, graphic design software (Canva, Adobe creative suite) and photography/videography
- Experience with WordPress
- Strong writing, editing and storytelling skills
- Strong interpersonal skills and ability to collaborate with team members, athletes and stakeholders
- Strong organizational and time management skills
- A creative mindset, with the ability to generate fresh and innovative ideas
- Oral and written fluency in both official languages (English, French) preferred
- Familiarity with sports marketing and adaptive sports preferred

#### **Eligibility Requirements**

- Between 15 and 30 years of age (inclusive) at the start of employment
- A Canadian Citizen, permanent resident or person on 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
- All employees will need to submit a Police Record Check with Vulnerable Sector Screen
- As this job requires travel, you must have access to a smartphone and have a valid driver's license





## How to Apply

The application deadline is **May 9, 2025**. Applicants will be considered on a rolling basis. Applications must include a cover letter in addition to a resume. Please send applications to:

Caroline Soble  
Director, Marketing & Communications  
Wheelchair Basketball Canada  
[csoble@wheelchairbasketball.ca](mailto:csoble@wheelchairbasketball.ca)

We thank all applicants who apply, but only those candidates selected for an interview will be contacted.

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 creating an inclusive and diverse work environment free from discrimination and harassment so that all employees have the opportunity to reach their full potential. As 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.

For more information, visit: [www.wheelchairbasketball.ca](http://www.wheelchairbasketball.ca).

