



Position: Marketing and Communication Coordinator

Reports to: CEO/President

Length of Term: To Be Determined

Inclusion in Canadian Sports Network (ICSN) is a Black-led organization committed to the empowerment of Black, Indigenous, and People of Colour (BIPOC) within the Canadian amateur sports community. Our mission revolves around three core objectives: celebration, advocacy through allyship, and networking.

Our vision is to cultivate a more racially diverse and inclusive Canadian amateur sports landscape by creating pathways to increase the representation of BIPOC Canadian coaches, officials, sport administrators, and support staff. We achieve this through communication, education, professional development, sharing job opportunities, and nurturing resiliency skills.

At ICSN, we don't just accept difference — we celebrate it, we support it, and we thrive on it for the benefit of BIPOC administrators, coaches, officials, and our sporting community at large. ICSN is proud to be an equal opportunity organization starting with the board, employees, volunteers and committee members.

We are committed to creating an inclusive and diverse work environment where all individuals feel safe and welcome. 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. ICSN welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Job Description and Key Responsibilities Include:

The position of **Marketing and Communications Coordinator** is a full-time position. Successful candidates are required to have use of their own computer, phone and working space, in addition to transportation to and from meetings and events. Expenses related to the position will be reimbursed as per ICSN policies.

Key responsibilities include:

Communications Strategy & Planning

- Lead the development and execution of ICSN's annual marketing and communications strategy.
- Develop communications plans that support organizational priorities, programs, events, partnerships, and advocacy initiatives.

- Create and oversee annual content calendars and campaign schedules.
- Identify opportunities to increase awareness, engagement, and visibility for ICSN across the Canadian sport landscape.
- Ensure all communications align with ICSN's mission, vision, values, and strategic objectives.
- Monitor communications trends, industry best practices, and emerging opportunities.

Marketing Campaign Management

- Lead the planning, execution, and evaluation of marketing campaigns promoting ICSN programs, events, initiatives, and partnerships.
- Coordinate integrated campaigns across social media, email marketing, website, media relations, and community outreach channels.
- Develop campaign objectives, messaging frameworks, timelines, and deliverables.
- Monitor campaign performance and recommend improvements based on results.
- Support recruitment, registration, sponsorship, and awareness-building campaigns.

Content Strategy & Organizational Storytelling

- Oversee organizational storytelling efforts that showcase the impact of ICSN's programs, participants, partners, and community.
- Develop key messaging for organizational initiatives and announcements.
- Write and edit content for:
 - Press releases
 - Media advisories
 - Website articles
 - Annual reports
 - Impact reports
 - Stakeholder communications
 - Funding announcements
 - Sponsorship communications
 - Organizational statements
- Ensure messaging remains consistent across all communications channels.
- Identify and develop participant, alumni, and partner success stories.
- Create a cultural and heritage calendar and graphics to be used on an annual basis.

Media Relations & Public Relations

- Serve as the primary point of contact for media inquiries and requests.
- Build and maintain relationships with media outlets, journalists, content creators, and industry publications.
- Draft and distribute press releases, media advisories, and media kits.
- Coordinate interviews, media opportunities, and press conferences.
- Develop media outreach plans for major announcements, partnerships, and events.
- Monitor media coverage and identify opportunities for increased visibility.



- Support crisis communications and reputation management when required.

Stakeholder & Partner Communications

- Lead communications with partners, sponsors, funders, community organizations, and key stakeholders.
- Support partnership announcements and collaborative communication initiatives.
- Develop communication materials for sponsors and funding partners.
- Coordinate co-branded communications with external organizations.
- Maintain positive relationships with strategic partners through effective communication and engagement.

Event Marketing & Promotion

- Lead promotional efforts for major ICSN initiatives, including:
 - Diversity in Sports Conference (DISC)
 - Black Leaders in Sports Day (BLS)
 - Emerging BIPOC Leaders (EBL) Program
 - Building Bridges Program
 - Community Engagement Initiatives
 - Educational Seminars and Workshops
- Develop event communication timelines and marketing plans.
- Coordinate registration, promotional campaigns, speaker announcements, and event communications.
- Support event media relations and communications logistics.
- Oversee event coverage plans and post-event communications.

Department Leadership & Project Management

- Provide leadership and direction to the Marketing & Communications team.
- Coordinate the work of:
 - Brand & Creative Coordinator
 - Newsletter & Website Specialist
 - Marketing & Communications Intern(s)
 - Volunteers and contractors
- Manage communications project timelines and deliverables.
- Ensure deadlines are met across multiple campaigns and initiatives.
- Coordinate external vendors including photographers, videographers, graphic designers, and consultants.
- Establish communications processes and workflow systems.

Organizational Communications & Administration

- Monitor and manage ICSN's central communications channels.
- Support internal communications and organizational announcements.



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- Maintain communications records, media lists, and stakeholder databases.
 - Assist with organizational reporting and grant-related communications requirements.
 - Support communication needs across all departments and programs.
 - Respond to communications-related inquiries from members, stakeholders, and the public.
 - Perform other administrative or service functions as required.

Analytics, Reporting & Evaluation

- Track and analyze communications performance across all channels.
- Develop monthly and quarterly communications reports.
- Monitor website, social media, email marketing, and campaign analytics.
- Evaluate marketing and communications initiatives against organizational goals.
- Provide recommendations based on data and performance insights.
- Support impact reporting through communications metrics and storytelling outcomes.

Sponsorship & Revenue Generation Support

- Assist with sponsorship acquisition and partnership development efforts.
- Develop sponsorship presentations, promotional materials, and activation plans.
- Support sponsor recognition and fulfillment requirements.
- Collaborate with leadership on initiatives that increase organizational visibility and sustainability.

The Ideal Candidate:

- Has a post-secondary degree in sport business, marketing, communications, or a related field.
- Has experience in communications or marketing.
- Has an understanding or is interested in Canadian amateur sports.
- Has experience in Microsoft Office and Google Suite programs.
- Has experience using social media channels (i.e., Instagram, Facebook, LinkedIn, etc.)
- Experience developing and executing communications and marketing campaigns.
- Strong project management and organizational skills.
- Ability to work independently and manage multiple priorities simultaneously.
- Is highly organized and adaptable.
- Must be **bilingual (English & French)**
- Must be eligible to work in Canada and have a Social Insurance Number.

Submission of Applications:

The deadline for applications is **Friday, June 19th, 2026**. Interested candidates are asked to forward a resume and cover letter detailing their suitability for the position by email to



Inclusion in
Canadian
Sports
Network

647-799-3875 

info@inclusionincanadiansports.ca 

inclusionincanadiansports.ca 

president@inclusionincanadiansports.ca. Please include **Marketing and Communications Coordinator** in the subject line.

We thank all applicants for their interest and **will contact only those candidates whose skills and experience best match the requirements of the position.** All applications will be treated in strict confidence. ICSN is an equal opportunity employer.