



## **KARATE CANADA**

**POSITION TITLE:** Communications Lead

**POSITION TYPE:** Part-Time, limited work hours contract

**SALARY RANGE:** Based on education and experience, up to \$1500 monthly

**LOCATION:** Virtual (Montreal preferred)

**DEADLINE to APPLY:** May 5, 2025

Karate Canada (KC) is the governing body for karate in Canada. For more information on our federation, our programs, and events, please refer to our website [www.karatecanada.org](http://www.karatecanada.org)

Karate Canada 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.

### **NATURE of POSITION**

**The Communication Lead (CL) is primarily responsible for leading Karate Canada's public engagement via social media channels. Additionally, the CL will help execute website updates and assist in public relations as required. The CL will report to the Executive Director (ED) and will support the ED, the Sport Technical Lead (STL), and Karate Canada's Program Manager (PM) with timely content and story telling updates for the karate community.**

**This bilingual communication may include but is not exhaustive of, event posts, National Team news, Corporate news, Safe Sport activations, governing body announcements, educational clinics & registrations for officials, coaches and administrators, AGM news & announcements and like activity.**

**If you are a highly organized team player with the passion, skills and experience that Karate Canada is seeking and love to bring new ideas to the table, you might be the person we are looking for.**

### **KEY DUTIES & RESPONSIBILITIES**

To uphold *Karate Canada's Mission Statement*: Karate Canada strives to lead the sport of karate in Canada by empowering athletes, coaches, and officials through collaboration, and excellence. Karate Canada is committed to creating a sustainable and inclusive environment, where all members thrive.

### **JOB SCOPE**

#### **Digital/Socials/Website**

- Lead the development and execution of KC's digital/social outputs and strategies on Instagram, Facebook, LinkedIn, other
- Monitor and improve KC's use of analytics & tools to constantly improve digital performance
- Oversee WordPress website content updates
- Collaborate with website developer to ensure consistent maintenance and support of KC site



- Provide quarterly reporting on community engagement

### **Media & PR**

- With ED, help lead content development and support the execution of an overall communication strategy aiding athlete promotion, operational efficiencies and governance
- As required, write, edit, translate and distribute press releases & media advisories
- Support STL and the development of the KC High Performance calendar

### **Photography & Videography**

- Assist with KC photography & videography needs
- Develop and maintain a KC photo bank for future content purposes

### **Events & Branding**

- Lead the oversight and planning of KC marketing and promotional events
- Support KC's Strategic Plan, brand strategies, and sanctioning
- Assist KC partners as it pertains to content, communications and digital activations

**Additional Responsibilities** will include; occasional weekend competition coverage, and communications strategy development for KC and PTSO partners.

### **Qualifications/Skills/Abilities**

- University or college degree in Communications, Business/Commerce, Marketing, Sports Management or equivalent experience
- Social media - proven experience in a similar role
- WordPress – proven experience in a similar role
- Application & software tools – experience with Canva, SurveyMonkey, and Trackie is an asset
- Bilingualism - in English and French, oral and written, is a strong asset
- Sport - knowledge of and passion for elite and recreational sport, karate knowledge is an asset
- AI – competence in the AI space that will benefit KC communications
- Excellent organizational skills and ability to handle many tasks within short deadlines
- Strong customer service orientation, verbal, and written communication skills

**Travel:** On an occasional basis, the CL may be required to travel to meetings, events or program activities within Canada and occasionally internationally. Accommodations and per diems will be covered by Karate Canada.

### **Interested, capable, and keen to work with a National Sport Organization?**

Please send a cover letter and resume electronically to [ed@karatecanada.org](mailto:ed@karatecanada.org) citing the position title in the email subject line by **May 5, 2025**.

We thank all applicants for their interest; however, only those selected for an interview will be contacted. Criminal record checks will be required of the successful candidate prior to hiring.