



RUGBY CANADA MEDIA TEAM MEMBER PRESS OFFICER

Job Description

The Rugby Canada Media Team will be made up of several components. Relative to this role, a number of press officers will be coordinated by the Corporate Communications Coordinator as well as the National Programs Communications Coordinator and will work directly with the group, department, team or teams that they are assigned to from time to time.

The Press Officer will provide support in all areas of external, web related and media related communications as it pertains to the group, department, team, program and/or tour that they are affiliated with from time to time. The press officer's backgrounds in journalism, copywriting and website management will be a tremendous asset in implementing the Rugby Canada communications plan they will be responsible for.

The job will involve a commitment to aspects of:

- External Communications & Sport Information;
- Website Content Development and Delivery;
- Media/Press Relations

External Communications & Sport Information

- Assist and contribute towards raising the profile of Rugby Canada and all teams and programs through a shared professional approach to all external communications projects.
- Assist and contribute to the delivery of all internal / external communications as required on an as needed basis. Focussing on player / team bios and current statistics.
- Understand and assist in managing the communications plans for Rugby Canada, the National Teams and Programs, Rugby Canada Board of Directors (Meetings) and all tours and special events as designated.

Website Development & Delivery

- Assist in managing the content of the Rugby Canada website and all ancillary event and promotional sites relating to the teams, programs and tours they are associated with as required.

Media Relations

- Write, and/or compile written press releases for posting on the Rugby Canada website and assist in distribution to all media outlets in an appropriate and timely fashion as required.
- Work in conjunction with the Communications Coordinators to maintain a consistent approach to delivering against the Rugby Canada media guide as well as program specific media kits.

Selection Criteria

1. Required Skills and Attributes

- Past experience with writing for print or online outlets
- Strong writing skills
- Strong attention to detail
- Able to work outside of 9-5 time frame (we have international tours)
- Desire to work within National Sports Organization/Not for Profit realm

2. Desirable Skills and Attributes

- Thorough knowledge of the game of rugby and the Canadian National teams
- Background in other National Sports Organizations
- Both strong writing skills as well as intermediate website skills
- Excellent time management skills and ability to meet firm deadlines

Guidelines for Applicants

The appointed individual must be able to display an ability to work independently during periods of extended hours including weekends and evenings. The ability to be available at different local times as a result of teams and programs being operated in different time zones within Canada and around the world.

Applicants are to submit a portfolio of 4 – 5 published written works from within the last 12 months. After review of work, resume and phone interview, 3 references may be requested by Rugby Canada.

The selection emphasis will be based upon the applicant's knowledge, skills and attributes.

These positions are being offered on a voluntary basis, though compensation by project or article may be offered commensurate with experience.

We offer an exciting environment to work within, on behalf of very dedicated and talented young athletes who collectively aspire to achieve Olympic and World Championship success.

If you are interested in the position, please send your CV and portfolio to pcraven@rugbycanada.ca