



**MANAGER, COMMUNICATIONS
LEADERSHIP & INFRASTRUCTURE
JOB DESCRIPTION**

Title: Manager, Communications

Type of Position: Full-Time

Location: Richmond Hill, Ontario

Rugby Canada (RC) is the national sport organization committed to the domestic development and international success of Rugby for Canada.

OBJECTIVE OF MANAGER, COMMUNICATIONS

The overall purpose of the Manager, Communications is to serve as a communications resource to Rugby in Canada (AsOne) by assisting in the development and implementation of communications plans and focusing on leveraging Rugby Canada's stories, brand and reputation in the local, regional, national and international media and rugby communities, while meeting objectives laid out from our Strategic Plan. As an event based organization, there is a high level of importance placed on the promotion of athletes, teams and programs participating in Rugby Canada hosted events as well as participation based events hosted by other organizations.

ROLE OF MANAGER, COMMUNICATIONS

The Manager, Communications is responsible for the day-to-day internal and external communications needs of Rugby Canada and serves as Rugby Canada's initial point of contact for all external media personnel. In this role the Manager, Communications will provide leadership in all areas of sport information, communications and administration to Rugby Canada's four operating departments (Administration, Commercial, Rugby and Corporate Governance) including support to all National Teams and Programs, coaches and support staff.

CORE RESPONSIBILITIES AND PRIORITIES

The Manager, Communications will be responsible for performing the following roles and/or delivering the following outcomes.

- Internal / External Communications
- Media Relations and Promotions
- Competitions and Events
- Archives and Records
- Administrative and Commercial Support

The role will also involve a commitment to aspects of:

- Team / Program Reporting
- Social Media Management





- Supported Integration
- Development and High Performance Support
- TV Broadcast, Web Streaming, Video Capture and Editing

Key Activities

1. Internal / External Communications

- Perform the primary role as Rugby Canada's main contact, both internally and externally for all general matters related to Communications, Media & PR, Web Hosting and IT (responsible for release and distribution of all rugby news).
- Perform the additional key role as Rugby Canada's assignment editor, recruiting and maintaining a team of "rugby journalists" to provide the necessary coverage and support of all National Teams and Programs.
- Perform a secondary role as internal journalist and therefore will identify potential stories and prepare website news.
- Work with the Coordinator, National Program Communications to maintain national team player profiles.
- Develop and maintain a communication plan for Rugby Canada based upon the Rugby Canada website being the #1 method of communication:
 - Raise the profile of Rugby Canada
 - Coordinate regular (preferably daily) updates
 - Integrate social media into the plan
- Develop and maintain various communication plans for Rugby Canada teams, programs and their respective camps, tours and competitions referencing the Rugby Canada Communications Plan.
- Develop and maintain a database of website domain and server information, complete with start / end date and password information.
- Increase the traffic on all RC websites as well as RC social media environments by developing a new and innovative features on the Rugby Canada website and social environments including live broadcasts, calendars of events, etc.
- Raise the profile of Rugby Canada and ensure a positive image is presented via our communication to our members, sponsors, supporters, media outlets and the general public.
- Work with a variety of departments within Rugby Canada as well as partners and sponsors to fulfill all video and photo requirements. Should be comfortable and knowledgeable with all aspects of video capture, video post-production and editing, and video distribution / broadcast.
- Where required, prepare and create project plans, scripts, critical patches and creative for all Rugby Canada video initiatives.
- Marketing and Event Promotions for events / host organizing committees – sales and promotions – in conjunction with the Coordinator, Promotions and Branding.
- Manage the Rugby Canada newsletter on a quarterly basis.
- Provide support in creating instructional sport videos / promotional sponsor videos.





- Provide communications support to the Board of Rugby Canada, including any special and annual general meetings, and to teams and programs of Rugby Canada relative to donor or sponsor commitments.
 - Manage all assets such as hardware / equipment as well as captured photos and videos.
2. Media Relations and Promotions
- Maintain a database of regional, national and international media contacts.
 - Maintain contact with all media contacts and seek out opportunities for interaction between such media and senior members of Rugby Canada Executive and National teams / programs.
 - Develop a team of volunteer and / or contract writers, photographers and videographers.
 - Write media releases and maintain a file of all productions and all publications to be presented as data for Rugby Canada's annual / Year End Report.
 - Work with the Coordinator, National Program Communications to prepare and continually update a media guide to be used by volunteer workers, contracted personnel and national team managers.
 - Work in conjunction with Event Staff to ensure a consistent approach towards media accreditation at special events and high profile matches.
3. Competitions and Events
- Planning and executing press conferences for all special events and high profile matches.
 - Inviting local and national media to Rugby Canada media opportunities.
 - Creating media packages to distribute during event and fielding media requests for matches and events.
 - Organizing, instructing and managing media personnel at matches.
 - Arranging for event coverage (both written and photo, sometimes video).
 - Arrange for appropriate social media coverage in conjunction with the Coordinator, Promotions and Branding.
 - Planning, buying, executing marketing plans for events/matches following leadership and direction set by the official Agency of Record.
 - Delivering creative, meeting deadlines, and ensuring quality control on bought media for promotional and broadcast opportunities.
4. Archives and Records
- Develop and maintain a complete archive of video highlights, interviews, photographs and other media content.
 - Work with the Coordinator, National Program Communications to develop an historical culture that promotes an awareness of our alumni, our victoria and other achievements.
5. Administrative and Commercial Support
- Work in conjunction with other Rugby Canada staff to:
 - Design, produce and post relevant promotional material for event programs and the website;





- Maintain any ancillary event websites;
- Maintain any online ticketing programs for special events;
- Assist in delivering corporate and administrative policy and procedure as it relates to communications.

LEVEL OF AUTHORITY

A. Structure

Reports to: Chief Executive Officer

Number of Direct Reports (if applicable): Coordinator, National Program Communications; Communications intern(s) and Freelance / Volunteer Contributors (writers / video)

Works closely internally with: Coordinator, National Program Communications; All departments

Works closely externally with: Agency of Record (Commercial), IRB, Provincial Unions, International, National and Local Media, etc.

B. Decision Making Authority

The Manager, Communications has sufficient authority to take measures that are necessary in addressing media / communication matters in accordance with budgetary limitations, policies and programs in force.

Beyond these limits, decisions must be approved by the Chief Executive Officer.

DESIRED QUALIFICATIONS / SKILLS

- Undergraduate degree or diploma, preferably in Sports Management, Public Relations, Communications or a related field supplemented with a minimum of two (2) years working in sport and recreation.
- Experience in demonstrated sports writing skills. Experience with other forms of media (video editing will be an asset)
- A comprehensive knowledge of website operations and designs.
- Familiarity with the sport of Rugby, the Rugby community and the Rugby friendly media outlets would be an asset.
- A background that demonstrates the ability to open doors to new communication outlets for the sport in Canada.
- Demonstrated evidence of an ability to work independently without supervision but in accordance with documented policy and procedure guidelines.
- A record of working as a team member, as well as a history of performing in situations that require self-leadership and initiative.
- A background that displays people management and people leadership skills and attributes.





- A background that displays excellent customer relations and workplace co-operation skills.

GUIDELINES FOR APPLICANTS

The appointed individual must be able to display an ability to be flexible in their time commitment, as the person will be called upon to work during periods of extended hours including weekends and evenings. Travel may be required from time to time. A valid drivers license and passport are essential.

