



## COORDINATOR, MARKETING PROJECTS

STATUS	Permanent Full-Time
REPORTING TO	Marketing and Communications Department
LOCATION	Ottawa, ON
SCHEDULE	40 hours per week (Monday to Friday) Hybrid (2 days remote per week)
COMPENSATION	Starting annual salary: \$49,000
ANTICIPATED START DATE	February 2026

## POSITION SUMMARY

Reporting to a senior member of the Marketing and Communications (MarComm) department, the Coordinator, Marketing Projects contributes to strategic organizational imperatives by supporting, coordinating, and executing marketing and communications deliverables for CAC projects, events, and initiatives.

**Language Requirement:** Advanced proficiency in both official languages (English and French) is essential for this position, including oral and written communication. Please specify your level of proficiency in each language in your application.

## APPLICATION INFORMATION

The CAC 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, color, ethnic origin, citizenship, creed, gender identity, sexual orientation, record of offences, age, marital status, family status or disability.

Please send your resume and cover letter by midnight on Sunday, December 28<sup>th</sup>, 2025, to [hr@coach.ca](mailto:hr@coach.ca). **Only applications submitted to [hr@coach.ca](mailto:hr@coach.ca) will be considered for the position.** All responses are appreciated, however, only those selected for an interview will receive a reply.

## CORE DUTIES AND RESPONSIBILITIES

### Project Coordination

The Coordinator, Marketing Projects will utilize strong organizational skills, attention to detail, technical marketing and communications expertise, and proactive engagement to coordinate multi-faceted initiatives led by the Marketing and Communications team and other departments. Tasks may include:

- Prepare and monitor workplans, timelines, and critical paths for assigned initiatives, ensuring milestones are achieved as scheduled.
- Prepare strategic marketing and communications plans, including development of communications content.
- Support the development of creative assets which may include graphics, promotional materials, video production, etc.
- Collaborate with colleagues to activate marketing campaigns using established templates and processes.
- Coordinate meetings and communications to engage and inform interested parties including colleagues, external vendors, committee members, sport and corporate partners.

- Serve as first point of contact for external parties regarding assigned initiatives, representing CAC values and brand.
- Ensure proper accounting, documentation, and file management for assigned initiatives.
- Track and report on key performance indicators.
- Ensure brand consistency and adherence to guidelines across all initiatives.
- Maintain accurate documentation and file management for assigned projects.
- Support the activation of communication strategies across social media and email platforms.

### **Corporate Partnerships Activation**

- Support coordination and execution of sponsorship benefits and activations as outlined by sponsorship agreements, ensuring timely and accurate delivery.
- Track completion and results for all sponsorship benefits and activations, providing regular updates and fulfillment reports to corporate partners.
- Implement a system to collect corporate partner feedback and measure satisfaction to inform future improvements.

## **REQUIRED KNOWLEDGE, SKILLS, ABILITIES, AND OTHER COMPETENCIES**

The following knowledge, skills, abilities, and other factors, gained through work experience, education, or a combination thereof, are essential for success in the role.

These core competencies are behavioural expressions of the CAC's aspirational values. All current and prospective employees should demonstrate the ability or potential to perform in these areas.

### **Functional and Job-Specific Competencies**

- Project coordination: the competency to support cross-functional initiatives by organizing tasks, tracking progress, facilitating communication, and maintaining documentation.
- Campaign management: the ability to create and execute an action plan to achieve a particular goal regarding a product, service, or brand.
- Content creation: the process of producing relevant, engaging, and information material for distribution.
- Brand integration: adept at incorporating brand identity into various forms of communication and marketing efforts.
- Vendor and contractor management: monitor contract terms to ensure quality and adherence.
- Relationship-building: the ability to establish, develop, and maintain positive connections with others.
- Interested party engagement: the ability to ensure relevant parties are informed and involved in conversations and decisions that affect them.
- Data insights: the ability to gather, assess, and interpret data to inform improvements to products, services, or strategies.
- Administrative skills: the ability to efficiently execute tasks through effective coordination, clear communication, and proficient use of administrative tools or systems.
- Time management: the ability to properly prioritize, allocate, and utilize time effectively to achieve competing tasks and deadlines.
- Demonstrated knowledge of principles, practices, techniques, and leading practices related to internal and external communications, current trends in social media, and digital content creation.

## **WORK ENVIRONMENT**

- The CAC operates a hybrid work model with 2 remote days per week.
- All employees have a dedicated workspace within a shared office environment.
- The incumbent will be required to complete 8-hour shifts within the hours of 7h00 to 18h00, with consideration given to accommodation requirements.