



CAREER OPPORTUNITY – CANADA SNOWBOARD

DIGITAL CONTENT AND COMMUNICATIONS INTERNSHIP OFFER

Note: This is an unpaid internship. However, there is a possibility of compensation for expenses incurred in addition to access to multiple discounts offered by Canada Snowboard

Our Organization

Canada Snowboard is the governing body for the sport of snowboarding in Canada, committed to excellence at World Cups, World Championships, and the Olympic and Paralympic Winter Games. We also work with our members and other stakeholders to provide a wide range of programs and support services for all levels of snowboarding ability.

Mission: “To develop and lead competitive snowboarding in Canada”.

Vision: “To be recognized as a world leading snowboard nation.”

The architect of snowboarding opportunities for Canada’s youth, from park to podium, we strive to be inclusive, creative and supportive, always looking to improve ourselves while honouring our cultural sport roots. We are a dynamic, values-based organization guiding an exhilarating sport.

To learn more about who we are, and we do, please visit: www.canadasnowboard.ca

The Opportunity

You will be part of Canada Snowboard Communications and Marketing team, the digital Content and communications Intern will be responsible for creating appealing digital content that will engage fans and encourage them to interact. Whether it's writing a blog about Mark McMorris' latest successes or putting together an Instagram or Tik Tok / REEL about the 5 most inspiring moments from the last Olympics, you'll be constantly in action. In addition, the digital content intern will help us identify and develop objectives in order to attract new members. He/she will also ensure the development of content in order to achieve the defined objectives. You will be working with a small core group of staff to ensure effective delivery of our strategic plan through specified operational goals.

Primarily developing our following on social media and contributing to different communication campaigns in tandem with the digital content and communication specialist, the successful candidate will also work closely with a variety of athletes and may attend different events such as World Cups and Provincials events. A fundamental understanding of snowboarding, sport, communications, social media, marketing, asset creation, and major events is a key foundation for the position. The candidate may not have all of the above as an experience base, but can grow into the deficient experience areas as long as they understand a solid mix to start.

Currently the greatest opportunity lies in the area of building relationships and supporting the Business Development Director to support new Major events, the national team, growing programs and events



coming out of the pandemic. Ultimately, the BDS will help ensure the long-term viability of Canada Snowboard while working with the BDD to maintain relevance within our broader community.

Targeted Fit

You have an excellent knowledge of snowboarding and understand the actual and upcoming trends on social media. You know the snowboarding lingo and you are able to adapt it for every type of audience. You know the difference between all the snowboard disciplines and are not strangers to various types of competition such as Dew Tour, Xgames, Big Chur, Us open, etc. You have strong redaction abilities and you are able to function in a fast-paced environment with an emphasis on tight deadlines. Ideally, you have previous experience with snowboarding events or programs and understand the different components of the snowboarding pathway. You are familiar with the not-for-profit environment and willing to understand the roots of one of the most performant National Sport Organizations of the whole country.

A large portion of your time will be spent in content writing (whether this is blog posts, social media posts, or ad copies), and thus it is important to have basic writing skills and of course enjoy writing! You have basic editing skills in order to create engaging and quality videos to showcase on our various platforms. You like to think outside the box in order to create engaging content to publish on various media outlets that would highlight our athletes, events and various partners., You are easy going, opened minded and In that regard, you are an excellent cultural fit with the organization, superb communicator, able to work independently, looking to grow with the organization and a relationship builder who can effectively connect with our stakeholders, fans and athletes. Your strength lies in your personal attributes combined with a strong understanding the importance of conveying the values the organization to ensure its successful development.

General KSA and Personal Qualities Requirements

- A post-secondary degree or diploma in the field(s) of communication.
- In the process of obtaining a Bachelor's degree in communication or related program
- Ability to work independently and efficiently within deadlines
- Strong writing and editing skills adaptable to a variety of media and situations.
- Highly motivated with strong planning and organizational skills
- Strong interpersonal/relational skills.
- Willingness to work unconventional hours based on special events.
- Excellent time management skills and ability to prioritize effectively.
- Generate customized digital content to engage fans
- Understand the Canada Snowboard voice and how to reach snowboarders and millennials in an engaging way.



- Collaborate with the digital content and Communications specialist to develop implement the following strategies for our platform:
 - National Event Strategy
 - Snowboard Day
 - National team competitions
 - Social media strategy
 - Strategy for new and existing sponsors
- Take the initiative to reach out to new potential partners to get involved
- Take the lead in creating unique and innovative contests to drive engagement.
- Work with the Communications and Digital Content Specialist to develop content and ensure that content is consistent with the brand
- Identify current trends
- Participate in data analysis to evaluate the effectiveness of digital marketing efforts in terms of efforts in terms of engagement, acquisition and retention. Suggest ways to increase conversions.
- Assist marketing and communications coordinators with other communication efforts as needed.

The Application Process

If you are an innovator, superb communicator, participative leader and a performance-focused professional, and know that you possess the requisite experience, skills and education, please submit your cover letter outlining what you think are the top three reasons why you're an ideal candidate, along with a resume no later than **Thursday October 13th, 2022, 17h00 EST** to:

Jérémie Perreault, Digital Content and Communications Specialist, Canada Snowboard

- Email: jeremie.perreault@canadasnowboard.ca

Canada Snowboard is committed to employment equity, providing a welcoming and safe work environment and encourages applications from all qualified candidates.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Financial support for this position is provided by Sport Canada and Canada Snowboard's discretionary revenue.