

## **Job Description:**

### **Summer Intern: Digital Marketing Coordinator**

#### **Description:**

Reporting to the Business Operations Manager and Digital Storyteller, the Summer Intern: Digital Marketing Coordinator is responsible for the delivery and support of cycling sports identified in the Ontario Cycling Marketing Strategy. The responsibilities will include, but are not limited to, working with OC Digital Storyteller creating online campaigns for upcoming cycling events in Ontario, day of media coverage of OC sanctioned events, data analytics and tracking of social media statistics, and assisting in the management of the social media calendar.

The position is in-person and based at the Mattamy National Cycling Centre Velodrome in Milton, Ontario.

#### **Organizational Scope:**

Ontario Cycling (OC) is the recognized authority by Cycling Canada on all aspects of cycling in Ontario including Mountain Bike, Para-Cycling, Road, Track, and BMX. All staff are employed by the OC to facilitate achievement of its long-term vision and planned annual targets. All personnel are required to operate within the policies and procedures as established by the associations volunteer Board of Directors and are expected to act consistently with the association's values.

The OC receives financial contributions from the provincial government and other agencies, organizations, and corporate sponsors, and is accountable for the disbursement and reporting of funds according to the contracted terms and conditions. Programs, activities, and services are operated within the limitations established in an annual operating budget approved by the Board of Directors. OC staff are responsible for the management and administration of the association's finances and providing of administrative support to all association activity.

#### **Core Responsibilities:**

- Content creation for social channels including, but not limited to, blogs, vlogs, and campaigns.

- Scheduling of social media content for 2025 Mountain Bike and Road Events in conjunction with the Events Team
- Resourcing additional content that would be valuable and informative to OC Members for the OC department newsletters.
- Day of media coverage of cycling events across Ontario including some weekends and travel.
- OC newsletter creation and execution.
- Review analytics from multiple platforms and provide input on how to expand our reach and impact.
- Assist with various administrative tasks including but not limited to, answering phones, filing, and processing resource orders.
- Social Media calendar management and tracking.
- Other duties as required.

**Qualifications:**

- Post-secondary education in sport/recreation management, event hosting, marketing, communications, recreation, or another applicable related field
- Ability to operate under a flexible schedule including weekends. Please note that if work is scheduled on a weekend, the employee is provided with a day off during the regular work week to compensate.
- Access to a vehicle and valid driver's license.
- Knowledge and/or experience of Provincial Sport Organizations and the amateur sport system is considered an asset.
- Proficient in Microsoft applications, social media platforms, WordPress, Canva and Adobe Creative suite.
- Creative, innovative, and forward thinking.
- Ability to multi-task in a fast-paced environment and balance the work across multiple departments.
- Self-motivated and accountable for results; takes initiative and ownership of tasks.
- Superior organizational skills in planning and completing projects within set deadlines; high attention to detail and accuracy.
- Demonstrated member focus. Ability to anticipate member's needs and proactively search for solutions to ensure expectations are met and exceeded.

**Position Type:**

Summer Intern

National Cycling Centre, Milton, Ontario