



Canadian Association  
for the Advancement  
of Women and Sport  
and Physical Activity  
Association canadienne  
pour l'avancement  
des femmes du sport et  
de l'activité physique

## **JOB OPPORTUNITY**

### **Marketing and Project Manager**

#### ***Maternity Leave Replacement***

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) is seeking a skilled and highly motivated individual to fill the maternity leave position of Marketing and Project Manager. This is a contract position with the individual working at the National Office in Ottawa. The Marketing and Project Manager reports to the Executive Director.

The key areas of responsibility for this position include marketing and partnership development; project management of the Mothers In Motion program, the Addressing Homophobia in Sport initiative, and the Active and Free Young Women, Physical Activity and Tobacco initiative; promotion and coordination of various CAAWS awards programs; Board member relations and meeting logistics; and, general duties related to association management.

The ideal candidate would have the following qualifications:

- relevant degree in sports, kinesiology or business administration or equivalent work experience;
- related work experience in sports/physical activity administration, with volunteer and/or not-for-profit organizations;
- experience working with the Canadian Sport and Physical Activity communities;
- excellent oral and written communication skills;
- strong organizational and planning skills, and experience with budget management;
- possess the ability to multitask and meet deadlines;
- bilingual in Canada's two official languages (oral);
- experience in a woman-centered environment is an asset.

The position will be full time from February 15 to April 30, 2010, reduced to 3 days a week from May 1, 2010 to February 11, 2011 with the possibility of full time work available once grant funding levels are confirmed.

The salary is based on experience and qualifications in the range of \$40,000 - \$44,000/year (pro-rated for part-time work period).

Please submit a letter of application and a resumé, including the names of three references, no later than **Monday, January 18, 2010** to Karin Lofstrom, Executive Director (CAAWS, N202-801 King Edward Ave., Ottawa, ON, K1N 6N5 / email: [klofstrom@caaws.ca](mailto:klofstrom@caaws.ca) / fax: 613 562-5668).

A complete job description can be found below.

While we appreciate all interest in this position, only those candidates selected for an interview will be contacted.



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## JOB DESCRIPTION

### CAAWS Marketing and Project Manager – Maternity Leave position

#### Marketing and Partnership Development

- Respond to all marketing proposal requests and inquiries regarding potential partnership opportunities with CAAWS.
- Coordinate branding of CAAWS promotional materials and publications.
- Coordinate editing, printing and distribution of new CAAWS promotional tools (e.g. postcard, brochure, etc.).
- Oversee CAAWS resource distribution at various conferences and/or events across Canada.
- Generate articles for various newsletters.
- Create and promote generic CAAWS advertisements.
- Coordinate printing/graphic services as required.

#### Project Management

- Manage the Mothers in Motion (MIM) program, including working with consultants as it relates to resource development and production, resource and/or event promotion, website revisions, quarterly grant reporting, budget management, community grant programming (ie. call for applications, selection process and fund disbursement). **Note: MIM funding only confirmed until March 2010 with final reports due in April 2010.**
- Manage the Addressing Homophobia in Sport initiative, including website updates, revisions to Trainer Guides, workshop coordination and promotion, preparation of associated workshop materials and/or presentations, ongoing communication with the Master Trainer and workshop facilitators.
- Manage the Active & Free: Physical Activity, Young Women and Tobacco initiative, including revisions to resource, promotion and dissemination of new resources, development, promotion and coordination of media challenge (ie. call for submissions, selection process, prize distribution, and communication strategy).
- Oversee communication with the NSO/MSO/Physical Activity communities on a regular and ongoing basis through the CAAWS *In the Loop* electronic newsletter and/or website.

#### Awards & Nominations

- Manage the WISE Fund - Women in Sport Encouragement Fund, including website updates, call for applications, selection process (ie. shortlisting and chair Selection Committee), announcement of recipients, and fund disbursement.
- Manage the biannual Marion Lay Herstorical Breakthrough Award, including call for nominations, selection process, and presentation of award.
- Oversee the management of the Stacey Levitt Scholarship, including website updates, management of the online application and selection processes.
- Oversee coordination of the yearly List of Influential Women with the Communications Consultant.
- Work with Communications Consultant to nominate candidates for various awards programs (e.g: Canadian Sport Awards, Y Women of Distinction (various cities), etc.).

#### Operational Management

- Coordinate Board of Directors and/or other meetings and manage all logistics, including but not limited to booking and set-up details, catering and food services requirements, travel and accommodations, development and distribution of pre-meeting packages, taking meeting minutes, corresponding with delegates, etc.
- Coordinate special events as requested.

- Manage cross-promotional agreements.
- Assist with Sport Canada and Public Health Agency of Canada grant submissions and reporting.
- Oversee management of the email database.
- Oversee management of revisions to, promotion and sale of publications.
- Represent CAAWS at various functions, meetings, conferences and displays as requested by the Executive Director.
- Manage intern/Summer student grant application and administration, and provide supervision of successful candidate.

#### **Technology**

- Liase with CAAWS web director regarding content, design, and revisions to CAAWS website, including future development and use of social media tools such as Facebook and Twitter.
- Look for technological efficiencies to help advance the work of CAAWS.

#### **Emerging Opportunities/Crisis Management**

- Deal with last minute and/or unplanned initiatives and activities.
- Other duties as assigned by the Executive Director.