



CANADA'S SPORTS
HALL of FAME
PANTHÉON des
SPORTS CANADIENS

EXECUTIVE PROJECTS AND COMMUNICATIONS LEAD

ORGANIZATION NAME: [Canada's Sports Hall of Fame](#)

JOB LOCATION: Calgary, AB – Work will be performed onsite; this is **not** a remote position.

SALARY: Commensurate with experience with access to a comprehensive benefit plan after 3-month probation (employer pays 50% of fee)

HOURS OF WORK: Monday – Friday, 8:30 am – 5:00 pm; 40 hours/week

Note: Flexibility required to work some weekends and/or evenings for special events and to meet deadlines – some travel may be required.

TERM: Permanent (anticipated start date is early March 2025)

Reports To: Vice President, Operations & Brand

About Canada's Sports Hall of Fame: Canada's Sports Hall of Fame is a registered charitable organization and as Canada's only national museum of sport, we are the connection to the heroes of Canadian sport who inspire a better Canada.

As a national sport heritage institution, our mission is to empower the pivotal role sport plays in shaping Canada's future. Through a myriad of initiatives including national education programs, digital community exhibits, and public nominations for the Order of Sport Award, we actively engage Canadians of all ages from coast-to-coast-to-coast. Our vision extends beyond mere recognition; we strengthen national unity, celebrate diversity, and champion Canadian excellence through the unifying force of sport. We remind Canadians why sport matters.

We aim to offer access to Canada's most comprehensive digital archive of sporting history, integrate the lessons and values of sport into every classroom, and celebrate the icons who embody the connection between sport excellence and community.

Mission: We empower the pivotal role sport plays in shaping Canada's future.

- In recognizing role models
- In the community
- In the classroom

Job Summary: The Lead, Executive Projects and Communications is responsible for overseeing and supporting various executive projects and communication initiatives. This role involves supporting events and special projects, and leading communications strategies with the focus of enhancing the organization's stakeholder relations, with a particular focus on revenue related

initiatives. The Lead will work closely with internal and external stakeholders to ensure that all projects and communications are aligned with the organization's goals and objectives. This role requires a proactive and detail-oriented individual who can manage multiple projects simultaneously and effectively communicate with diverse stakeholders.

Ideal Candidate: The ideal candidate for this role is a proactive and detail-oriented individual with a passion for sports and community engagement. They should have a proven track record in project management and communications, with the ability to manage multiple projects simultaneously. Strong organizational and multitasking skills are essential, as well as excellent written and verbal communication abilities. Proficiency in CRM systems, particularly Salesforce, is required. The ideal candidate should be able to work collaboratively with various departments and stakeholders, and French language proficiency is considered an asset. They should also be flexible and willing to work some weekends and evenings for special events and to meet deadlines.

Key Responsibilities:

Events and Special Projects

- **Project Coordination:** Assist with third-party and special projects as requested, including the Order of Sport Awards. This involves supporting the coordination of various aspects of the project from inception to completion, ensuring that all objectives are met on time and within budget.
- **VIP Communications:** Help manage communications with VIPs and key stakeholders, ensuring they receive timely and accurate information about events and special projects. This includes drafting and sending invitations, coordinating responses, handling any special requests or requirements, and facilitating any post event communication (expressions of gratitude, impact reports, surveys, funding requests, etc.).
- **AI Champion:** Support the organization to dive deeper into AI technologies. Act as internal researcher, trainer, or support resources for the rest of the team. Explore AI innovations for specific functions like marketing, administration, and research.
- **Event Registration and Ticketing:** Support the registration and ticketing process for events, ensuring a smooth and efficient experience for all attendees. This includes setting up registration systems, managing attendee lists, and troubleshooting any issues that arise.
- **Event Logistics:** Assist in coordinating logistical aspects of events, including venue selection, catering, transportation, and audiovisual requirements. Ensure that all details are meticulously planned and executed to provide a seamless experience for attendees.
- **Stakeholder Coordination:** Work closely with internal and external stakeholders to ensure that all aspects of events and special projects are aligned with organizational goals and

objectives. This includes regular communication and collaboration with team members, vendors, and partners.

- **Post-Event Evaluation:** Help conduct post-event evaluations to assess the success of events and identify areas for improvement. This includes gathering feedback from attendees, analyzing event metrics, and preparing detailed reports for leadership.
- **Budget Management:** Assist in developing and managing budgets for events and special projects, ensuring that all expenses are tracked and reported accurately. Work to optimize costs while maintaining high standards of quality and service.

Communications

- **Stakeholder Engagement:** Assist in engaging with stakeholders by coordinating outreach efforts, conducting research, preparing for meetings, attending meetings, and managing follow-up actions. Ensure effective communication and relationship management practices with Hall of Famers, donors, and community supporters to support the charitable mission.
- **CRM Management:** Oversee the management and maintenance of the CRM system (Salesforce), ensuring accurate and up-to-date records of all stakeholder interactions. This includes training staff on CRM usage and developing best practices for data entry and management.
- **Communication Plans:** Develop and execute comprehensive communication plans for major projects and events. This involves crafting key messages, identifying target audiences, and selecting appropriate communication channels to ensure effective dissemination of information.
- **Media Relations:** Develop and implement media relations strategies to enhance the organization's visibility and reputation – both to English and French audiences. This includes drafting press releases, coordinating media outreach, and managing media inquiries.
- **Content Creation:** Create and edit a variety of communication materials, including newsletters, reports, presentations, and social media content. Ensure all materials are aligned with the organization's brand and messaging guidelines.
- **Internal Communications:** Support internal communication efforts by developing and distributing updates, announcements, and other relevant information to staff. This includes planning and executing internal events such as Town Halls and Annual General Meetings.

Revenue Development

- **Donor Relations:** Manage relationships with donors, including those contributing to the education endowment and major gifts. This involves regular communication, stewardship activities, and ensuring donors are kept informed about the impact of their contributions.
- **Corporate Sponsorships:** At the request of the revenue development team, conduct research and prospecting to identify potential corporate sponsors. Facilitate meetings with prospective sponsors, prepare proposals, and follow up to secure sponsorship agreements.
- **Grant Administration:** Support the administration of grants by conducting research, identifying potential grants, copy editing grant proposals, reviewing submissions, and preparing reports. Ensure compliance with grant requirements and timely submission of all necessary documentation.
- **Event Sponsorship:** Support the revenue of all events (such as Order of Sport Awards) by reviewing and updating any existing sponsorship lists, identifying new sponsorship prospects, editing/updating sponsorship packages, and supporting prospect engagement (correspondence, scheduling and attending meetings), and documenting all correspondence in CRM (Salesforce).
- **Revenue Tracking:** Monitor and report on revenue development activities, including tracking donations, sponsorships, and grants. Provide regular updates to the leadership team on progress towards revenue goals.

Executive/Leadership Support

- **Stakeholder Communications:** Assist the President and CEO, and Vice President, Operations & Brand with communications to key stakeholders. This includes drafting and sending emails, preparing presentations, and coordinating meetings to ensure clear and effective communication.
- **Strategic Document Development:** Support the development of strategic documents, such as annual business plans, reports, and specialized communications. This involves conducting research, gathering data, and collaborating with various departments to create comprehensive and accurate documents.
- **Internal Event Planning:** Plan and execute internal events championed by the leadership team, such as Town Halls and Annual General Meetings. This includes coordinating logistics, preparing materials, and ensuring that all aspects of the event run smoothly.
- **Meeting Preparation:** Assist with the preparation for leadership meetings, including creating agendas, compiling relevant documents, and ensuring that all necessary materials are available. This also involves taking minutes during meetings and following up on action items.

- **Project Support:** Provide support for various executive projects, ensuring that all tasks are completed on time and to a high standard. This includes coordinating with team members, tracking progress, and reporting on project status.
- **Communication Plans:** Develop and execute communication plans for major projects and events, ensuring that all stakeholders are informed and engaged. This includes crafting key messages, identifying target audiences, and selecting appropriate communication channels.
- **Administrative Support:** Deliver targeted administrative assistance to the President & CEO and Vice President, Operations & Brand, by managing calendars, coordinating meetings with sponsors and partners, and handling sponsorship-related correspondence. This streamlines the team's efforts, enabling them to concentrate on cultivating strategic relationships and driving revenue growth.

Qualifications

- Proven experience in project management and communications.
- Strong organizational and multitasking skills.
- Excellent written and verbal communication abilities.
- Proficiency in CRM systems, particularly Salesforce.
- Ability to work collaboratively with various departments and stakeholders.
- French language proficiency considered an asset.

Additional Information

- This role requires a proactive and detail-oriented individual who can manage multiple projects simultaneously and effectively communicate with diverse stakeholders. Consideration will be given to applicants who are proficient in French language.

To apply

Please submit a cover letter, including salary expectations, and resume to communications@cshof.ca.

Canada's Sports Hall of Fame is committed to the principle of equal opportunity. As an employer Canada's Sports Hall of Fame welcomes diversity in the workplace and encourages applications from all qualified candidates within the scope of each job opening. Applications are welcomed from all members of Canada's job equity groups.