



**Job Title:** Marketing & Communications Specialist

**Organization:** Canada's Sports Hall of Fame

**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 late March)

**Reports to:** Manager, Executive Projects & Partnerships

**About Canada's Sports Hall of Fame (CSHoF):** CSHoF is the country's only national museum of sport, dedicated to sharing the inspiring stories of sport champions to build Canada through sport. As a registered charity, the organization operates as a digital museum, offering impactful community and education programming across the country.

**Position Overview:** Reporting to the Manager, Executive Projects & Partnerships, the Marketing & Communications Specialist will develop and execute digital marketing and communication strategies to promote education programs, strategic partnerships, and engagement initiatives. This role will also manage the development of marketing collateral, promotional assets, and external communications while supporting the execution of partnership deliverables.

**Key Responsibilities:**

**Strategy:**

- Collaborate on the creation and management of an organization-wide marketing and engagement strategy, working directly with departments to ensure alignment with organizational objectives.
- Oversee the execution of a marketing plan that supports the engagement objectives of CSHoF (e.g. email marketing, community outreach, social media, website content, SEO, etc.).
- Support the development and execution of marketing strategies using all necessary outreach and digital marketing tools (e.g. SEO, email, social media, Google Ads, etc.).

**Outreach & Engagement:**

- Provide expertise on digital engagement technologies, resources and trends that will support the success of CSHoF.
- Plan and collaborate on the development of content across all digital communications channels (including newsletters, media releases, social media, online forums, etc.) to support the engagement objectives of CSHoF.

- Work collaboratively with the Marketing, Fund Development & Communications team to develop campaigns and concepts across all digital platforms.
- Oversee the promotion of education programs and resources, ensuring effective digital outreach.
- Track, analyze, and report on digital campaign performance, adjusting strategies to improve engagement and effectiveness.
- Conduct ongoing research of platforms, technologies, media strategies and emerging trends to identify opportunities for enhanced digital engagement.

**Marketing, Sponsorship & Communications:**

- Oversee the creation, management, and maintenance of all digital marketing assets of CSHoF, ensuring consistency in tone and messaging across communication channels.
- Manage the design and development of marketing and media materials/collateral to support the success of CSHoF's departments, projects, campaigns and events.
- Lead integrated digital marketing campaigns from concept to reporting, ensuring consistent alignment with overall marketing and engagement objectives.
- Collaborate with Manager, Executive Projects & Partnerships to ensure effective support of sponsorship, fund development and stakeholder relations strategies.

**Qualifications & Skills:**

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum 3-4 years' experience in a marketing or communications position, with a strong emphasis on digital marketing.
- Experience developing and leading integrated marketing communications plans, with an emphasis on digital audiences.
- Bilingual (English and French) is preferred.
- Experience managing Google Ads and digital advertising campaigns is an asset.
- Proficiency in digital marketing tools, including social media management, email marketing platforms, content creation tools (e.g., Canva), SEO, and Google Analytics.
- Experience with content creation, social media strategy, and digital engagement.
- Strong written and verbal communication skills, with the ability to craft engaging content for diverse audiences.
- Ability to track, analyze, and report on digital campaign performance.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Experience with CRM systems (Salesforce experience is an asset).

This role is ideal for a creative and detail-oriented marketing professional who thrives in digital communications and is passionate about using storytelling to inspire and engage audiences across Canada. Join us in celebrating Canada's greatest sport heroes and making a lasting impact through the power of sport!

**To apply:**

To apply, please submit your resume, salary expectations, and a one-page response to the following exercise in place of a cover letter to [communications@cshof.ca](mailto:communications@cshof.ca).

As Canada's Sports Hall of Fame approaches its 70th anniversary, we seek a candidate who will play a key role in this project. Please develop a high-level marketing and communications plan (one page or less) focused on engaging our digital audiences and celebrating this significant occasion.

This exercise is not about delivering a fully developed plan but rather demonstrating your strategic thinking, creativity, expertise in leveraging digital tools, and approach to brand storytelling.

To deepen your understanding of CSHoF's initiatives, we invite you to visit our website and explore our current offerings:

Canada's Sports Hall of Fame: <https://www.sportshall.ca>

Beyond the Win Education Programs: <https://beyondthewin.ca>

Indigenous Sport Heroes Education Experience: <https://indigenousheroes.ca>

Order of Sport: <https://orderofsport.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.*