



RUGBY CANADA JOB DESCRIPTION

Title: CRM & Digital Coordinator

Type of Position: *permanent, full-time employee*

Location: Vancouver, Langford, Toronto, Ottawa, Montreal or remote

Department: Marketing and Communications

Reporting to: Director, Marketing and Communications

Rugby Canada is the national sport organization for rugby union committed to delivering life-long, inclusive rugby experiences that cultivate participation and inspire excellence from community to club to country. Our organizational values include integrity, passion, solidarity, discipline, and respect.

POSITION DESCRIPTION

Based out of Rugby Canada's offices in Vancouver, Langford or remotely, the full-time CRM & Digital Coordinator will be responsible for managing Rugby Canada's CRM (Customer Relationship Management) system and overseeing all digital marketing initiatives, database management and E-Commerce.

The coordinator will assist the organization in maintaining and developing relationships with our entire community and membership including active club players, referees, coaches and fans. Using a variety of marketing tools, the individual in this role will also focus on finding new customers and fans, winning their business and providing support and additional services throughout the relationship with Rugby Canada members.

Working in close collaboration with the Sponsorship, Apparel, Events and Marketing & Communications departments, the coordinator will assist in increasing the overall visibility of Rugby Canada and the growth of the game in Canada by identifying sales opportunities, managing marketing campaigns and gathering data to inform decisions on future communication and marketing initiatives.

RESPONSIBILITIES

- Manage and maintain Rugby Canada's CRM system, Tradable Bits
- Using the CRM system, manage customer relationships through marketing, sales and customer service interactions
- Oversee all digital marketing initiatives, database management and E-Commerce
- Support the development of departmental publications (Newsletters, brochures, flyers, Eblasts, Sales Sheets, Recruitment tools and other forms of communication)

RUGBY CANADA

Toronto Office / Bureau de Toronto
30 Rue East Beaver Creek Road, Suite 110
Richmond Hill, ON CANADA L4B 1J2
Tel / Tél: 905 707 8998
Fax / Téléc: 905 707 9707

Victoria Office / Bureau de Victoria
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Langford, BC CANADA V9B 4B4
Tel / Tél: 250 418 8998
Fax / Téléc: 250 386 3810

rugby.ca
info@rugby.ca





- Support the department in identifying sales opportunities and delivering targeted marketing campaigns
- Help maintain and update all Rugby Canada's communication platforms and pitch content ideas
- Monitor and analyze marketing campaign results to determine effectiveness of each campaign
- Perform research on popular trends
- Work collaboratively with colleagues with the Marketing and Communications department
- Travel, as required, in a media relations role to select events
- Serve in an operational role, as required, at select events
- Other duties may be assigned as required

REQUIRED SKILLS & QUALIFICATIONS

- 1-3 years' experience with Tradable Bits or another CRM system preferred in the sport, event or related industry
- A degree in marketing, communications, or related field
- Bilingual in English and French considered a serious asset
- Working knowledge of database management and targeted marketing campaigns
- An ability to create campaigns that are engaging and speaks to the organizations community
- Strong copywriting skills and the ability to identify different styles of writing that is required for various audiences
- Familiarity with Word Press, Campaigner and Microsoft products (Excel, Word, PowerPoint, Outlook)
- Experience using programs from the Adobe Suite (InDesign, Illustrator, Photoshop etc.)
- Strong interpersonal skills, excellent written and oral communication skills when working with people outside the organization
- Able to adapt to issues and solve problems throughout a marketing campaign using creativity and problem-solving skills
- Strong planning and organizational skills with demonstrated ability to manage multiple tasks, set priorities, and meet deadlines.
- Ability to collect and analyze data and develop strategic insights
- Knowledge of the sport of rugby both in Canada and abroad an asset
- Legally entitled to work in Canada

PERSONAL ATTRIBUTE QUALIFICATIONS

- Results-oriented, able to set priorities and deliver consistently to a high professional standard

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- A collaborative team member who can establish strong working relationships with external stakeholders and with colleagues within the organization
- Creative and able to work collaboratively in a team
- Strong organizational skills, time management and attention to detail
- Exceptional verbal and written communications and presentation skills
- Must be flexible with a high sense of accountability and responsibility. Ability to thrive in a fast-paced and ever-changing work environment
- Ability to adjust to flexible work hours that align with national team activities, including evenings and weekends
- Results-oriented, able to set priorities and deliver on deadlines
- Excellent decision making/critical thinking skills
- Strong organizational skills, time management and attention to detail
- Ability to learn quickly and adapt new skills
- Enthusiasm for working in the sport of rugby

Interested candidates are invited to submit a resumé and cover letter to jobs@rugby.ca. Only those candidates selected for an interview will be contacted.

The deadline for applications to be received is 11:00pm EDT on June 6th, 2023.

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