



Youth Engagement Coordinator

Curling Canada is a National Sport Organization (NSO) and the leading expert and growth engine for Curling Excellence in Canada. Our exclusive purpose and function are to promote amateur athletics in the form of curling in Canada, on a nation-wide basis. We manage high performance programs (i.e., Team Canada,) select and manage national teams, and we have the exclusive right to name teams to World Competitions and Canadian Olympic organizations. We focus on serving our members (the Provincial, Territorial or Regional Curling Associations) and all of their associated clubs and curlers throughout Canada, with a plethora of services and resources from governance to marketing, to finance, data, and technology.

Reporting directly to the Senior Manager, Philanthropy & Youth Impacts, the Youth Engagement Coordinator will play a key role in growing the game at youth levels, engaging families through sport awareness and participation experiences, and creating meaningful opportunities through curling for young Canadians.

For the Love of Curling youth awareness and youth development initiatives are fully funded through philanthropic contributions from donors, stakeholders and Curling Canada partners; as such, this role will also support the department's efforts to raise funds and awareness for increased reach and outcomes, as well as collect good news stories and testimonials for demonstrated impacts.

This full circle approach ensures that philanthropic contributions are being invested ethically and transparently for maximum impact, and that key stakeholders have the opportunity to see the outcomes of their personal support.

More about this For the Love of Curling initiative:

Purpose:

Sport plays a vital role in health and vibrancy of a community. The power of sport brings people together, breaks down barriers, and invests in the personal growth and development of our youngest community members and their families.

As a pillar of the impact and legacy of our Season of Champions (SOC) events Curling Canada will invest targeted resources into outreach initiatives that will maximize exposure, reach and engagement opportunities, with a younger and more diverse, curling and non-curling demographic, to leave our event host community more connected and inspired than when we arrived.

Objectives:

- Inspire meaningful connections for our event host community members and offer memorable experiences through the sport of curling.
- Share the sport of curling as an excellent sport of choice for all ages and abilities, and profile the curling community as a welcoming body and resource to the community at large.
- Invite greater in-arena spectator participation experiences throughout the event, with school and community group ticket programs leading up to the championship weekend, as well as targeted community-focused efforts for opening weekend spectatorship.
- Amplify the impact of the power of sport by partnering with community leaders and organizations who are committed to creating opportunities for young Canadians.

Please Note: This position will require periodic travel throughout the curling season, from September – April.



Duties & Accountabilities:

- Effectively plan and execute SOC Youth Engagement Initiatives (YEI) for 3 annual events, 4 in a Curling Trials year. Our current YEI roster includes Future Stars, Egg Farmers Rocks & Rings, presented by Curling Canada, Athlete visits, School program, onsite Youth Stations, Bucket Brigade, Hit Draw Tap, and Girls Rock. Responsibilities associated with coordinating these initiatives includes, but are not limited to:
 - Managing registrations
 - Coordinating digital ads/outreach
 - Participant/Stakeholder communications
 - Ordering supplies and coordinate shipping / delivery
 - Working onsite for 1-2 events (volunteers, set up, tear down, stocking, equipment)
 - Story Telling/testimonials/donor impacts
 - Bucket Brigade cash collection
- Support YEI legacy impacts
 - Post-event wrap up activities
 - Transitional participant / Stakeholder communications
 - Support pilot programs for continued engagement post the SOC events
- Girls Rock
 - Nationally support Curling Canada's Manager, Youth Development
 - Receipts / Payouts
 - Story Telling/ Testimonials
 - Scotties Tournament of Hearts Girls Rock
 - Overseeing registration process
 - Coordinating digital ads / outreach
 - Ordering supplies
 - Invoicing (with accounting help, of course!)
- Egg Farmers Rocks & Rings, presented by Curling Canada
 - Philanthropic impact stories and tracking
 - Online "more info" form
- Digital Constituent Engagement support
 - Coordinating ads in Curling Canada Collective e-newsletter (Youth programs / Scholars / Stories / Videos)
 - Coordinating execution of 7-8 email campaigns [work with Inter-Vision] (AR, CDiC Merch, Giving Tuesday, Holiday Gift Ideas, Last Chance Tax receipt, NGWSD, U18/Juniors)
 - Supporting execution of website updates
 - QR Code maintenance and reporting
 - Google Analytics reporting
- Other duties as assigned by the Senior Manager, Philanthropy & Youth Impacts or other designated individual



Role Requirements:

Most importantly, we are seeking a **passionate individual who believes in the power of sport!**

The incumbent will have ample support from their colleagues and leaders to master any required technical skills (ie. SurveyMonkey / Mailchimp). We are seeking a go-getter who is excited about the opportunity to represent Curling Canada's brand and organizational values to ultimately grow our sport and make lasting impacts within and beyond curling communities.

- Excellent interpersonal, written, and oral communication skills
- Strong organization and time management skills
- High attention to detail, with a demonstrated ability to managing competing priorities
- Comfortable working independently with minimal supervision in a fast-paced environment
- Actively contributes to a positive and cohesive working culture
- Bilingualism (French and English) is a definite asset!
- This role is open to all individuals who are legally entitled to work in Canada. Although not required, residing close to our Headquarters in Orleans, Ottawa is a big plus!
- ***Ability to travel periodically throughout the events season (September - April)***

What We Offer

The salary range for this position is \$50,000 - \$55,000, dependent upon skills and experience. Curling Canada offers competitive health and dental benefits, as well as an Employer RRSP Contribution Program. The incumbent will be provided with a laptop.

To apply, please send your cover letter and resume to careers@curling.ca with the subject line Youth Engagement Coordinator_Name before 5PM EST Monday, September 16th. This role will remain open until filled.

Ideally, we are looking for candidates who want a long-term role and who displays a strong work ethic, initiative, excitement, and who thrives in a fast-paced, teamwork environment. The candidate is committed to uphold the purpose, mission, and values of the organization.

Come as you are. You are welcome here! Curling Canada is deeply committed to promoting diversity, advancing equity, and fostering a culture of inclusion. Therefore, we invite applications from all walks of life, including marginalized and equity-seeking groups (i.e. members of Black, Indigenous, and People of Colour (BIPOC) communities).

Curling Canada is compliant with the AODA – Access Ontario Disabilities Act. For access to our policy [click here](#). For feedback on our accessibility please email accessibility@curling.ca.

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Developed by: Emily Kaldis, Manager HR / Corporate Services