

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

JOB POSTING: Coordinator | Marketing & Events

Who WE Are

The Canadian Sport Tourism Alliance (CSTA) is a member-based organization whose mandate is to market Canada internationally as a preferred sport tourism destination. Canada has a long and proud history of hosting international sport events including Olympic Games, Pan American Games, Commonwealth Games and a variety of single sport world championships.

The CSTA leverages its expertise and leadership as a catalyst to grow the \$6.5 billion a year sport tourism industry in Canada (Statistics Canada, 2016), promoting the development of partnerships between events rights holders and host cities. Other activities of the CSTA include sharing best practices, measuring the economic impact of sport events and enhancing the profile of sport tourism.

The CSTA employs one staff member – its CEO – and a team of consultants and contractors who are responsible for various programs and events. The CSTA is currently seeking a new part-time consultant/contractor to join its team in 2018-2019.

For more information about the CSTA, visit us at www.canadiansporttourism.com or check us out on social (@SportEventsCong or @CdnSportTourism).

Who YOU Are – Minimum Requirements (Must Haves)

- You are fluent in English and tech savvy (word processing, social media platforms, spreadsheets, use of file transfer programs, website maintenance, basic graphic design, etc.).
- You have a fully functioning home office that includes a dedicated telephone line, a computer work station, printer and scanner.
- You have prior experience working as a consultant or contractor in a virtual office (team) environment.
- You are comfortable working independently with minimal supervision & direction, but are also a team player.
- You have a 'can do' attitude, believe in exceeding expectations, have a strong work ethic, and you understand that hitting targets & meeting deadlines is non-negotiable.
- You have availability during regular business hours (M-F, 9-5) and are willing to work evenings or weekends on an as needed basis*
- You have the ability to travel within Canada periodically (short trips of 2-4 days at a time).
- You have experience in marketing/communications and event planning
- You have experience and knowledge of Canada's sport system (i.e. NSOs, PSOs, MSOs)

**this role is not suited to a full-time employee looking for a side hustle – certain times of the year are busy and will require full-time hours*

Nice to Haves

You will have a leg up on other applicants if you meet the above minimum requirements PLUS you have one or more of these additional qualifications:

- You are fluent in French (reading, writing and oral).
- You have prior experience working in the active living or health industry, or in a not-for-profit environment, or in tourism/hospitality (in addition to your experience in the sports industry).
- Your educational background is in business, marketing, sports administration or communications.
- You have excellent people skills and are able to assess difficult situations and swiftly deal with them in a calm and logical fashion to ensure client satisfaction.
- You have experience setting up and/or managing an online event registration system, awards program, or hosted buyer program.
- You have attended CSTA events in the past and are familiar with CSTA's programs and member services.
- You reside in Ottawa and will be available for face-to-face meetings at CSTA's downtown office from time to time.

What You'll Do

The role will be somewhat fluid based on the constant changing needs and demands of the sport marketing and events industry. Leading up to CSTA's events, the time commitment will be more demanding. Over the summer, the role will be a bit quieter.

The role will be defined and molded to fit the exact skill set of the consultant hired, however, some of the expected tasks/activities may include some or all of the following:

Sport Events Congress – CSTA's annual sport tourism conference bringing 400+ leaders in events and event hosting together

- Managing event registration (setting up registration forms, monitoring event RSVPs, creating and sorting attendance lists and registration reports, collecting payments, etc.)
- Developing an email newsletter template, managing an email database, sending out event-related email newsletters and e-blasts.
- Updating and posting relevant content about the event to CSTA's website (website maintenance)
- Sourcing quotes on rentals, event suppliers & participating in site inspections.
- Managing event budgets and tracking event-related expenditures.
- Setting up and managing an event volunteer database.
- Being part of an onsite event team – event set-up and tear-down, troubleshooting onsite, managing event staff & executing the event plan.
- Conducting online research, setting up simple online surveys and compiling data.
- Managing an onsite registration and welcome desk at the event.
- Coordinating shipping and tracking of event supplies and inventory

PRESTIGE Awards – CSTA's annual sport awards program

- Setting up and modifying online nomination forms
- Updating CSTA's website with award information, sponsor logos and news/info related to the program
- Coordinating the selection process with a committee
- Communicating with finalists, nominators, etc. on the status of their nominations
- Coordinating logistics related to attendance at the awards luncheon
- Collecting assets (video clips, photos, bios, etc.) from finalists

Sport Event Directory & Sport Events Exchange – CSTA’s B2B marketplace matching events rights holders with destinations seeking to attract sport events to their communities

- Updating CSTA’s Event Directory (collecting event info, formatting and printing the booklet)
- Recruiting events rights holders to participate in the Exchange
- Confirming eligibility of destinations and rights holders to participate in the Exchange
- Prepare communication and briefings for participants
- Work with CSTA’s web developer to set-up an online appointment selection system to match rights holders with destinations for one-on-one appointments during Sport Events Congress

[un] GOLF & Sport Tourism FORE-um – CSTA’s annual round table session (1/2 day workshop) and social event featuring a networking, faux, indoor golf tournament

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When You’ll Do It

The consultant will have the opportunity to shadow the contractor who is currently in the role throughout the month of February and be onsite at Sport Events Congress 2018 in Halifax from March 5th to 9th. Following, SEC18, the role transition from the current contractor to the new one and will run through to April 15, 2019 covering responsibilities for SEC19 (in Ottawa in March).

There is a strong possibility that the role will continue on an ongoing basis through to 2020 with an increased scope of work forecasted for Sport Events Congress 2020 (taking place in Edmonton).

Compensation is a range of \$7000 to \$10,000 during the 14-15 months term (based on final determination of the scope of work which may include all or some of the above-mentioned tasks and in accordance with the experience and skill set of the contractor). In the case of travel, expenses will be reimbursed. No compensation for setting up a home office is offered.

Sound Like a Good Fit?

If so, send your resume and a brief cover letter to kbenoit@canadiansporttourism.com to the attention of Krista Benoit, Executive Director, Marketing & Events – a consultant to the CSTA.

The deadline to apply is Wednesday, February 7th at noon (ET). A decision will be made promptly and the consultant must be available to travel to Halifax for SEC18 in early March with CSTA’s event team.