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<b>Job Title:</b>	Communications and Game Day Coordinator
<b>Department:</b>	Athletics and Recreation
<b>Reports To:</b>	Manager, Marketing & Communications
<b>Jobs Reporting:</b>	N/A
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	December 2020

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## **Primary Purpose**

This position is part of the Marketing team in the Department of Athletics and Recreation reporting to the Manager, Marketing & Communications. The job is responsible for the communication and sport information requirements of the department of Athletics and Recreation. Through this role, internal and external stakeholders are able to acquire further information on the programs, services and sport outcomes within the department. The incumbent communicates using a variety of tools including the main Waterloo Warriors website, social media, newsletters, print, and more. The objectives of the incumbent are achieved within the context of the Department's Mission, Vision and Values supporting an enriched student experience, promoting wellness and inspiring all Warriors to reach their full potential.

## **Key Accountabilities**

### **Department Wide Communications**

- Strategic Communications
  - Develops communication initiatives that align with all Department of Athletics and Recreation goals.
  - Produces and posts the majority of the content on the Department of Athletics and Recreation official website and social media channels (Facebook, Twitter, Instagram, YouTube) as well as monitoring all social media pages of varsity athletes, teams and coaches.
  - Communicates to both internal and external audiences regarding varsity athletics (game previews, recaps, etc.) and recreational programming (registration, special events, closures, student wellness, etc.).
  - Works closely with marketing and events manager to develop key messages for promoting major events throughout the year.
  - Works with Marketing and Strategic Communications as the departmental liaison for all campus wide communication strategies.
- Sports Information
  - Fulfills requirements mandated by OUA/U SPORTS in the areas of:
    - Game Day: Stats, Game Film, Scoresheet submissions.
    - Content: Athlete/Highlights of the Week Submissions, Stories, Social Media Posts.
  - Serves as the lead contact point for all OUA and U SPORTS Communication (media requests, stories, stats, social media, etc.).
  - Travels to OUA/U SPORTS Championships when the Warriors are participating to report and promote results through the use of website and social media (photos, videos).
- Represents the University of Waterloo on OUA/U SPORTS committees related to Sports Information.  
Media Relations

## Job Description

- Works closely with local media in the collection and dissemination of all scores/stats relation to Warriors teams.
- Manages and accommodates media; facilitate press conferences/interviews.
- Pitches stories to media to enhance the Warriors brand and increase exposure of our student-athletes.
- Monitors and reacts to any media surrounding the Warriors.

### **Game Day Operations Manager**

- Oversees all Game Day Operations for sports of basketball, football, hockey and volleyball.
- Manages Sport Coordinators (student leaders) who oversee the sports of basketball, hockey and volleyball.
- Hires and trains 30+ minor officiating teams for football, basketball, hockey and volleyball including the operation of scoreboards.
- Creates budget and issues payment for all game day staff and equipment required for varsity games (cameras, laptops, printers, etc.).
- Provides information and statistics before, during and after events to media and visiting schools.
- Provides staffing and organization to create game day multi-camera broadcast quality webcasts with commentators for all required sports as per the plan dictated by the OUA for OUA.tv

### **Website/New Media**

- Assists in the production of key departmental communication items (media guides, recreation guide, ticket promotion, etc.)
- Maintains, updates and promotes all aspects of the official Waterloo Warriors website ([www.gowarriorsgo.ca](http://www.gowarriorsgo.ca)) keeping content, photos, videos up to date
- Archives all video/photos for historical purposes.
- Works closely with social media/brand manager to produce social content (promotional graphics, award winners, etc.).
- Coordinates and manages photo/video for varsity games and all major events (Banquets, OUA Championships, recreation Programming, etc.).

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Bachelor's degree in related discipline (i.e. Recreation & Sports Business, Business Admin, Marketing, Communications, English).

### **Experience**

- A minimum 2 years' related experience in other communication role(s), preferably in an educational or athletic setting.
- Experience in writing (specifically sports journalism).
- Experience in leading and motivating staff in a supervisory role.
- Awareness of current department and campus-wide initiatives, best practices at other universities and current research focusing on student engagement.

### **Knowledge/Skills/Abilities**

- Excellent interpersonal, written, and oral communication skills.
- Ability to work under pressure and tight timelines.
- Work effectively in a diverse group of people.
- Situational awareness to schedule, plan and work with over 30 staff on different events.

## Job Description



- Strong understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus.
- Excellent organizational and time management skills: able to manage multiple tasks, meet deadlines, and negotiate changes in priorities as required.
- Advanced understanding of social media and web communications.
- Knowledge of the sport offerings at the University of Waterloo and their rules/regulations.
- Knowledge of OUA/U SPORTS offerings and procedures/protocols.
- Intermediate to advance skill level with web platform database (Sidearm Sports/Presto Sports/Fusion Go).
- Intermediate to advanced skill level with MS Office (especially Word, Outlook).
- Comfortable working independently or in a team environment.
- Confident when it comes to problem solving and reacting quickly to issues that may arise.

### Nature and Scope

- **Contacts:** Internally, communicates with campus colleagues and students, to engage and promote student-athletes and wellness initiatives (recreation programming). Communicates all aspects of the department to enhance the Warriors brand and provide a vibrant student experience for all. Externally, communicates events, promotions, initiatives and student-athlete, varsity stories.
- **Level of Responsibility:** Manages team of game day student staff (approximately 30) and works collaboratively with the Social Media and Brand Manager and the Marketing, Events and Outreach Manager to communicate and promote all key areas of the department.
- **Decision-Making Authority:** Makes daily decisions on communication projects, directing the focus and scope of projects and what to properly communicate and promote; determines the optimal course of action to solve problems, and exerts a positive persuasive influence on the entire student body.
- **Physical and Sensory Demands:** Extremely high use of technology (visual sense) with use of phone; Ability to read and react to in-game situations and send out the messages in a timely (live) manner while avoiding spelling mistakes. Casual lifting required for game day equipment
- **Working Environment:** Many hours outside of normal business hours are required, including many weekend and evening hours. A lot of typing and text (phone) required to engage audiences in social manner.