



## Ontario Racing

<b>Position Title:</b>	<b>Communications Coordinator</b>
<b>Reports To:</b>	<b>Executive Director</b>
<b>Term:</b>	Six-month contract, with potential for extension or permanent offer Application deadline: September 30, 2017
<b>Compensation:</b>	Commensurate with experience: \$32,000-\$38,000 (six-month term)

Ontario Racing is the voice of the province's horse racing industry. We are responsible for directing breed improvement programs, setting an annual program of races and purses, attracting new horse owners, building a fan base and connecting the industry with government and the general public.

### **JOB DESCRIPTION**

Reporting to the Executive Director, the **Communications Coordinator** is responsible for providing support for communications activities undertaken by the Ontario Racing team on behalf of the province's horse racing industry.

### **RESPONSIBILITIES AND DUTIES**

- Provides tactical support for all Executive Director outreach activities, including writing and editing a range of materials, including: industry newsletters, articles, speeches, slide deck presentations, announcements, promotional materials, briefing notes, news releases, industry notices etc.;
- Provides strategic communications expertise and support for communications activities undertaken by communications staff, implementing Ontario's Racing's communications plans, crafting communications to optimize audience impacts, determining appropriate communication channels/social media platforms, and ensuring all communications conform to Ontario Racing branding/format requirements;

- Work collaboratively with the Director of Marketing on sponsorship and advertising opportunities, including writing and designing promotional advertisements. Working with third-party graphic design suppliers to meet publication submission deadlines.
- Promote Ontario Racing programs, policies, and initiatives through strategic social media and digital communications efforts. Attending, on occasion, industry events to provide staff support for information booths and marketing projects.
- Work proactively to ensure Ontario Racing (OR) meets its business plan objectives related to: securing a favourable policy and funding framework with OR's government partners; encouraging and promoting investment in horse ownership; enhancing OR's role as the voice of the horse racing industry; growing the fan base for horse racing; increasing wagering on Ontario racetracks.
- Assist communications staff in implementing OR's social media strategy, responsible for integrating and executing digital and social media communication programs into broad public affairs and issues management strategies;
- Provides media relations services, scheduling media interviews, developing key messages, preparing OR Executive Director on his/ her messaging, monitoring social media activity and developing responses as required;
- Collaborate with staff, management, OR departments, and stakeholders to develop assets and provide conceptual graphic design services for OR's strategic communications strategies. Ensure continuity of OR's branding and visual identity.

**Education:** Community college diploma or undergraduate degree in communications, journalism, political science, digital communications or equivalent

**Experience:** 3-5 years of experience managing and executing communications and social media strategies on behalf of industry associations, non-profit associations, provincial government ministries or agencies.

- Experience and knowledge of the horse racing industry and/or employment experience with a racetrack is an asset
- An active participant in the social media sphere.
- Must have excellent oral and written communication skills.
- Content creation and distribution for Facebook, Instagram, Twitter, YouTube, and others.
- Knowledge of social listening tools and comfort with measurement and analytics
- Excellent knowledge of Adobe Acrobat Pro, Mail Chimp, Microsoft Outlook, Powerpoint, Slack, MS Excel, and others

Apply by emailing letter and resume to [mikechopowick@ontarioracing.com](mailto:mikechopowick@ontarioracing.com) by Sep 30, 2017