



CUC 2019 Communications & Media Manager

The Edmonton Ultimate Players Association is submitting a bid to host the 2019 Canadian Ultimate Championships (CUCs). If the bid is successful, the event will be held in Edmonton, Alberta, from August 11 to 18, 2019. Divisions of competition will include Juniors, Women, Open, Women's Masters and Open Masters.

A successful bid is dependent on recruiting individuals to key positions on the Tournament Organizing Committee. To that end, the CUC Bid Committee is seeking applicants for the role of Communications & Media Manager.

This is an exciting opportunity to build skills and experience in the areas of print and online communication, social media, and brand management.

The Communications & Media Manager will be part of a team of Managers, all of whom will be expected to support each other through the planning and execution of CUC. As part of a unified team, volunteers can expect a positive and collaborative work environment where the time, ideas, and opinions of all contributors are respected.

The Communications & Media Manager will be expected to contribute to the organization of EUPA's 2019 CUC bid proposal. The Communications & Media Manager will be expected to fulfill the following duties and responsibilities if EUPA is selected to host CUCs 2019.

Job Duties and Responsibilities

- Ensure online platforms are kept up to date, and technology is used effectively to improve tournament experience for players and guests
- Ensure the tournament is well promoted within the Ultimate community and to larger media audiences
- Engage local media to gain exposure for the event, including the distribution of media releases pre and post tournament
- Assist with creating and updating the tournament website
- Develop talking points and primary messages for local CUC representatives engaging with media
- Manage social media channels for the duration of the tournament
- Assist Ultimate Canada in the development of media kits for the tournament
- Assign or act as a media liaison for media during the tournament
- Compose articles for Ultimate Canada Magazine and Ultimate Canada Newsletter
- Support recruitment of local videographers and photographers
- Provision necessary on-site communication equipment for the duration of the tournament
- Ensure that internet access is available as per the CUC minimum requirements at the tournament site(s)

Time Commitment

Approximately

- 2-4 hours in the month of May 2018 to contribute to the bid proposal
- 1-2 hours per month during the tournament planning stages (Sept. 2018-July 2019)
- Additional 3-5 hours per week May to July, 2019
- 10 hours in the two weeks preceding tournament (August 2019)
- Committed to being on site for the duration of the event (Aug. 11-18, 2019)
- 5 hours in two weeks following the tournament (August 2019)



Qualifications

- Strong written and verbal communication skills in English (French is an asset)
- Demonstrated reliability and organizational ability
- A valid driver's license and access to a vehicle
- Experience with various forms of communication (print, online, social media) and writing of media releases
- Experience maintaining multiple social engagement platforms and understanding of how to use them to engage an audience
- Experience with marketing and tracking marketing effectiveness
- Connections with the local media community are an asset
- Familiarity with the sport of Ultimate in Edmonton is an asset

Supervision

The Communications & Media Manager will report to the CUC General Manager, Ultimate Canada Events Manager, and EUPA Board of Directors.

Compensation

This is a volunteer position that will be recognized with an honorarium of \$800.

Application deadline is April 20, 2018.

Please submit your cover letter and resume to CUC Bid Committee at cuc@eupa.ca