



Communication Manager

Co-ordinates and guides online communications for Recreation PEI and go!PEI.

Responsibilities:

- Oversee the development, design, and implementation of a Communication Strategy to:
 - raise public awareness of the benefits of the recreation, parks, sport, and physical activity sector
 - Share good news stories from the sector on PEI with a focus on those which promote physical literacy and values based sport principles
 - highlight sector initiatives and resources which aim to improve physical activity
- Create an annual calendar of important days or weeks which align with priorities identified in the Communication Strategy
- Create social media and online content to aid in the implementation of the Communication Strategy, including posts, graphics, story, and video content
- Maintain partnerships with various partners across the sector through regular communication via email, phone, and other electronic messages as necessary
- Stay up-to-date on sector trends and initiatives
- Develop key messages for sector initiatives

Qualified candidates should possess:

- Bachelor's degree or diploma in communication, marketing, business, creative arts, or recreation
- Strong verbal and written communication skills, especially social media and e-news
- Experience in filming, photography, video editing, and social media content creation are all assets
- Excellent interpersonal skills with the ability to communicate verbally and in writing with staff, participants, volunteers, suppliers and the public in a pleasant and professional manner
- Familiarity with the recreation, sport, and physical activity sector including its benefits and how it is administered
- Self-motivated, highly energetic, and outgoing with a positive attitude
- Strong organizational and time-management skills

Job Details:

- Full-Time contract position (37.5 hours/week), 12 month contract
- Work hours are generally M-F 8:30-5:00pm, however evening and weekend hours may be required
- Based out of the Recreation PEI office in Charlottetown, with flexibility to partially work from home
- Salary range \$37,500-\$42,500

Apply by October 5th, 2023 to info@recreationpei.ca. We accept written or video applications which provide an overview of your qualifications and relevant education.