



Creative Media Specialists (Six-Month Contract)

Curling Canada is a National Sport Organization (NSO) and the leading expert and growth engine for Curling Excellence in Canada. Our exclusive purpose and function is to promote amateur athletics in the form of curling in Canada, on a nation-wide basis. We manage high performance programs (i.e., Team Canada,) select and manage national teams, and we have the exclusive right to name teams to world competitions and Canadian Olympic organizations. We focus on serving our members (the provincial, territorial and regional curling associations) and all of their associated clubs and curlers throughout Canada, with a plethora of services and resources from sport promotion to marketing, to data and technology.

Our annual tournament season and our Season of Champions is mission critical to Curling Canada. It is our signature offering to the sport and the pinnacle of all of our marketing and operational initiatives to promote and grow the sport of curling in Canada and to promote Canadian curling to the world.

Curling Canada is seeking to expand its multimedia presence to build and promote our sport, our events and Canadian curling athletes, specifically through the use of video. We are hiring a **Creative Media Specialist**, skilled in Videography, production, editing and marketing on all social media platforms.

What You Will be Doing

Do you have a good eye for what is trending in video, and splice clips in your dreams? We are looking for a skilled videographer /photographer/media specialist who can materialize a brand strategy into professional and appealing videos for marketing, social media and advertising.

- Coordinating, shooting, editing and posting post-game interviews with athletes at events
- Coordinating and creating unique, non-traditional curling video content for use on multiple platforms including social media
- Producing web-ready video content consistent across all platforms
- Editing short and long videos (15 second ads to 10+minute tutorial videos)
- Collaborate, and develop marketing and video assets
- Assess video production needs and proactively identify ways in which video can be leveraged to drive action and impact broader marketing initiatives
- Source sound, imagery and content that will effectively reach audiences across various content platforms
- Liaising with Curling Canada marketing and communications teams on campaigns
- Setting up/tearing down media scrum areas on-site at events
- Contributing content for social media campaigns on Curling Canada's channels
- Coordinating the technical delivery and monitoring of a potential live-streaming delivery of Curling Canada events

What you Need To Be Successful

Come as you are. You are welcome here! Curling Canada is deeply committed to promoting diversity, advancing equity and fostering a culture of inclusion. Therefore, we invite applications from marginalized and equity-seeking groups, particularly members of Black, Indigenous, and People of Colour (BIPOC) communities.



- The successful candidate will have a broad range videography and communication skills to work effectively with our internal and external stakeholders
- This is not a 9 to 5 job during our event season. Our ideal candidate is a key and critical player on our marketing and communications teams, supporting all of our on-site staff. The ability to jump in and think on your feet in a fast-paced demanding on-site environment is critical.
- We are looking for an individual with a passion for people and the role they play in driving and supporting Curling Canada's marketing and communications strategies.
- Must have the ability to travel frequently and for extended periods during the curling event season (October to April)
- **Strong knowledge of Canadian curling, its events, its athletes and its culture is preferred.**

Skills and Education

- Post-secondary education or training ideally with a minimum of two years of practical experience with all aspects of videography (conception, shooting, editing, basic audio editing/mixing, post-production)
- **Strong knowledge and experience in creating video for a variety of social platforms (Instagram, TikTok, Facebook, SnapChat, YouTube, Twitter, Pinterest).** Familiarity with social media marketing tool **Falcon.io** an asset
- Photography and photo-editing skills an asset
- Proficiency in Adobe Premiere Pro, After Effects and Photoshop
- Demonstrates strong typography and video editing skills
- A demonstrated ability to craft compelling storytelling through editing
- Proven experience in implementing their production plan from start to finish on time and on budget.
- A creative self-starter who thrives in a fast-paced environment
- A problem-solver who can work both independently and collaboratively with a dynamic team, while balancing multiple deadlines and tasks in a fast-paced environment
- Ability to work evenings and weekends, as well as travel as required (most work will be done on-site at Curling Canada events)
- High level of interpersonal and organizational skills, with excellent communication skills and ability to work under tight timelines
- Experience with sports organizations is preferred
- Demonstrated experience utilizing Google Drive

Additional Requirements

- English essential, both oral and written; Bilingualism (English and French) is preferred.
- We are working mostly remotely right now, so geography is flexible. Our head office is in Orleans, Ont., and our events are nationwide. Candidates must have the technical and physical ability to work from home in a healthy and safe environment. Candidates must also have the flexibility to attend the office or centralized national meetings if/when required.

What We Offer

This is a six-month contract position, beginning on Oct. 1, 2021, and concluding on March 31, 2022. Potential for a permanent role has yet to be determined. We offer a welcoming, inclusive and supportive environment with a focus on Teamwork and Collaboration. You will be heard! You will grow!

CURLING CANADA



The 6-month project rate for this position is dependent upon skills and experience. All work travel expenses are covered by Curling Canada. **but must provide their own video equipment (cameras, tripod, software, appropriate lighting)**

Interested applicants may apply to careers@curling.ca *TO APPLY, please submit a resume and cover letter and a link to a portfolio or examples of your work.* No agencies or phone calls please.

Curling Canada is compliant with the AODA – Access Ontario Disabilities Act. For access to our policy click [here](#). For feedback on our accessibility please email accessibility@curling.ca