

ONTARIO VOLLEYBALL ASSOCIATION
SOCIAL MEDIA COORDINATOR (Ashbridges Bay Beach Volleyball)

Location: Ashbridges Bay, Toronto/Virtual
Supervisor's Title: Digital Communications Coordinator
Position Level: Part-time contract
Wage: \$17 per hour
Start Date: June 6, 2022
End Date: August 31, 2022
Application Date: Sunday May 29, 2022 by 11:59pm

We are looking for a talented Social media coordinator to create and maintain a strong online presence for our company.

ONTARIO VOLLEYBALL ASSOCIATION

The Ontario Volleyball Association (OVA) is an athlete-centered association providing leadership and expertise in the growth, development, and delivery of volleyball in Ontario. It is our vision to provide a fun, safe and rewarding environment through a commitment to Volleyball for Life. To that end, the OVA works with its partners to support athletes through excellent customer service and by offering inclusive programming on a foundation of physical literacy for all ages and abilities. The OVA will provide athletes with quality opportunities for meaningful competition and will support coaches and officials with professional development opportunities.

JOB SUMMARY

Through the 2022 Summer Experience Program (SEP) by the Ministry of Heritage, Sport, Tourism and Culture Industries, we are seeking a creative and fun individual who is quick on the draw for creating digital and video content and be on the pulse of digital trends who will support the OVA's Ashbridges Bay Beach Volleyball (ABBV) branch social media and website presence.

The Social Media Coordinator will report to the Digital Communications Coordinator and will assist with the development and design of core assets including video, photo, and collateral event materials to maintain a strong online presence for the Ashbridges Bay Beach Volleyball programs.

You will develop original content and suggest creative ways to attract more customers to participate in our programming and promote our brand. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies.

KEY RESPONSIBILITIES AND OBJECTIVES

This SEP position will be responsible for creating content and media assets for the ABBV social media channels and website. The assets acquired during the placement will be used during the SEP contract term and may also be used in the future by the OVA. Specific duties for this role include but are not limited to:

- Attending at ABBV events (daily league play and playoffs) during weeknights and some assigned weekend dates to collect photography, videography and social media coverage on Instagram, Facebook and Twitter.
- Creating engaging graphic design and video spots for social media, web and print.
- Design posts to sustain readers' curiosity and create buzz around program and events
- Facilitate online conversations with customers and respond to queries
- Maintaining the ABBV website including publishing announcements and page updates and creating copy to maintain participant interest.
- Developing a social media calendar for the various seasonal ABBV leagues for Instagram, Facebook and Twitter channels.

QUALIFICATIONS

- Applicants must be currently enrolled in a secondary, or post-secondary institution or within six months of graduation and between the ages of 15 and 25.
- Direct experience using social media management tools
- Experience with Microsoft Office (Excel, Outlook) an asset but not required.
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus
- Strong interpersonal skills and collaborative teamwork skills.
- Ability to work independently and complete assigned tasks within identified time frames.
- Multitasking and analytical skills
- Be comfortable in a fast-paced environment with tight and shifting deadlines.
- Must be organized, dependable and detail oriented.
- Ability to get to Ashbridges Bay, Beaches and Woodbine Park for all assigned shifts
- Camera equipment is not necessary for the position and will be provided by the OVA

The incumbent must also demonstrate the following personal attributes that reflect the OVA's Organizational Standards:

- Foster an inclusive community.
- Treat all people with dignity and kindness.
- Act with integrity in all that we do.
- Utilize collaboration to meet our common purpose.
- Embrace innovation with bold creativity.
- Challenge excellence and continuous learning, always.



 111-60 Scarsdale Rd.
Toronto, ON M3B 2R7
 info@ontariovolleyball.org
 1-800-372-1568

TO APPLY

Please forward your cover letter, resume and contact of two references via email, with SOCIAL MEDIA COORDINATOR in subject heading to: dbrennand@ontariovolleyball.org

The OVA is an equal opportunity employer. The OVA is committed to providing an environment that is accessible by all and will make all reasonable accommodations for job applicants with disabilities in order to support their full participation in our recruitment process.

Thank you for your application but only potential candidates will be contacted for an interview.