



Communications – Volunteer Positions

The Communications Team is an integral part of Team NB's communication strategy. They fulfill a leadership role in raising awareness of Team NB successes leading up to and during the Canada Games. The Communications Team help execute a broad range of communications, engagement, and awareness initiatives, including photography, results, website, social media, medal ceremonies, news releases and developing human-interest stories prior to and at the Games.

All positions require individuals with strong interpersonal and communication skills; experience in the communications environment, knowledge of New Brunswick's amateur sport system; interest in and enthusiasm for Games and working in a multi-sport environment; flexibility and the ability to remain calm and poised under pressure; ability to operate independently and in a team environment; and ability to effectively and comfortably work under deadline pressure and manage multiple work streams.

Media Relations: The Media Relations specialist will coordinate media requests while at Games and will work proactively and reactively with NB media to positively promote the image of Team NB. This position is also responsible for providing consistent content to NB media in a timely fashion, such as results and statistics, stories, media releases, athlete profiles, backgrounders, fact sheets, etc.

Social Media: The Social Media specialist is specifically responsible for managing multiple social media platforms and providing support in coordination and implementation of communication initiatives. This position will work closely with the Media Relation specialist to get the results, stories and interesting information back to NB media.

General Responsibilities:

- Attend the full two weeks of the Games.
- Attend mission staff meetings and team functions (including two leadership meetings; conference calls as needed; and the Team NB weekend Rally prior to the Games)
- Creating a relationship with local media prior to the Games and setting up a system to feed Games stories back to the Province during the Games.
- Dig for neat, interesting stories related to the Games and athletes prior to the Games.
- Writing team profiles for the media in the lead up to the Games that will allow New Brunswickers to learn more about the sports and athletes who will be representing our Province.
- Become familiar with Team NB policies, including Code of Conduct and disciplinary procedures.
- Perform other duties as required in support of Team NB.

Skills Required

- Writing and communication skills
- Good understanding of social media
- Photography skills
- Strong interpersonal skills
- Existing relationship with media will be considered an asset
- Bilingualism will be considered an asset