



Communications Team (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 communication initiatives, including strategy development, social and print media, online communications, news releases, photo/videography, medal ceremonies, results, etc.

All positions require individuals with strong interpersonal and communication skills; experience in the communications environment, knowledge of New Brunswick's amateur sport system, the ability to operate independently and in a team environment, and the ability to effectively work under pressure and manage multiple deadlines.

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, releases, athlete profiles, backgrounders, fact sheets, etc. 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.

Photography: The Photographer is responsible for capturing the spirit of the Games in photographs that will be used for Team NB purposes. This position will work closely with the Media Relation and Social Media specialists to align photographs with their content.

Social Media: The Social Media specialist is responsible for managing multiple social media platforms and providing support for all online communication initiatives. This position will work closely with the Media Relation specialist to get the results, stories and interesting information to NB media and Team NB fans.

General Responsibilities:

- Attend the full two weeks (18 days) of the Games.
 - Preference will be given to those individuals who can commit to the entire duration of the Games; however, we will consider single week applications.
- 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)
- Become familiar with Team NB policies, including Code of Conduct and disciplinary procedures.
- Contribute to Team NB Social Media strategy
- 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