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CANADA



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## JOB DESCRIPTION

## Communications Manager

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**Status:** Full Time, Permanent Position

**Reports To:** Director, Marketing & Events

**Location:** This is a hybrid position based out of Cycling Canada's office locations in: Ottawa, ON; the Greater Toronto Area; or Bromont, QC. Remote candidates may be considered under exceptional circumstances.

**Salary:** \$65,000 - \$85,000 annually, plus comprehensive health benefits.

### About Us

Cycling Canada is the national governing body for cycling in Canada, established in 1882. The organization aims to inspire Canadians to cycle and develop the sport across the country, from amateur to Olympic/Paralympic levels.

As an organization, our **purpose** is simple: inspire Canadians to cycle. Our **mandate** is to holistically develop our sport, putting more Canadians on bikes from coast to coast and more Canadians on podiums around the world. To that end, Cycling Canada has a bold strategic plan to transform our sport in Canada over the next ten years. We will engage, unite and support our partners to collectively develop our community through high quality programs, events and services that are aligned from coast-to-coast. Moving forward Cycling Canada will focus and deliver on **4 strategic priorities** in pursuit of its purpose:

1. Create a **community** of cyclists with deep connection, affinity, and pride in the sport of cycling.
2. Teach children across Canada at the **grassroots** level the joy of cycling skillfully.
3. Produce and facilitate **events** that get Canadians genuinely excited about and engaged in the sport of cycling.

4. Develop and deliver a sustainable performance program continuously delivering **gracious champions** to the world stage and lifelong ambassadors to the community.

**General Description:**

The Communications Manager will lead the development and execution of plans and activities in the areas of marketing and communications that drive the Cycling Canada brand and elevate the profile of Canada's athletes, programs and events across the country. This will be essential to supporting the organization's strategic direction particularly as it pertains to driving growth in resources, profile and organizational excellence. The Communications Manager will also play an important role in leading certain aspects of revenue generation such as e-commerce, while supporting efforts in fundraising and sponsor servicing.

**Reporting Structure**

The Communications Manager reports directly to the Director of Marketing & Events. The Communications Manager is a key collaborator and communicator within the organization and must work and liaise with virtually all program staff across the organization as well as key external stakeholders.

**Specific Responsibilities**

The Communications Manager will support the operational objectives of Cycling Canada's Revenue Generation & Communications Department with responsibilities in several key areas:

Media & PR

- Lead the development and execution of overall strategy and calendar
- Create, manage and maintain CC media lists and key media relationships
- Select, refine and improve CC's platforms & use of analytics to improve the efficiency of CC communications
- Write/edit, translate and distribute press releases & media advisories
- Lead media requests
- Act as media attaché at select events
- Oversee content strategy for CC website
- Oversee the development of the CC content calendar

Digital

- Lead the development and execution of CC's digital strategies & programs
- Select, refine and improve CC's use of analytics & tools to constantly improve digital, media & PR performance

- Oversee ongoing strategies and frameworks to ensure that all digital media content reflects Cycling Canada's 4 areas of strategic focus (community, grassroots, events, gracious champions)
- Oversee management and contracts for web developers to ensure consistent maintenance and support of CC websites

#### Photography & Videography

- Oversee contract negotiations for all CC photography & videography needs
- Oversee the Cycling Canada photo bank, including internal/external stakeholder access

#### Events

- Work alongside key stakeholders on the oversight and planning of CC marketing and promotional events, including but not limited to:
  - Fundraising events
  - Hall of fame & Gala events
  - Hospitality and hosting initiatives
  - Press conferences
- Oversee communications plans and programs related to major CC owned and operated events, including:
  - Promotion + branding
  - Website and social media
  - PR & media
- Assist with development of Marketing Guidelines for Canadian Championship organizers

#### Branding

- Serve as organizational lead with regards to branding strategy and implementation of brand guidelines
- Act as primary contact for all stakeholder inquiries related to the use of Cycling Canada or any other owned-property branding (HopOn, Canadian Championships, etc.)

#### Revenue Generation

- Serve as organizational lead on CC's e-commerce strategy and programming
- Lead implementation of communications servicing deliverable for all Cycling Canada corporate sponsors and fundraising (C1882) initiatives
- Develop, with DME, a communications analytics strategy focused on partnership performance on digital channels (website, social media, communications)
- Act as primary point of contact for CC partners as it pertains to content, communications and digital activations

- Lead the development and implementation of communications initiatives to drive awareness to Cycling Canada partners and partnership properties

#### Additional Responsibilities

- Occasional weekend competition coverage based on a rotating schedule within the Communications Team
- Oversee implementation of CC communications budget
- Lead the development and execution of overall strategy and calendar for Club 1882, HopOn & other internal properties/programs
- Create internal communications policies and plans for CC
- Direct Management of CC Communications Coordinator(s)
- Develop and implement communications strategy and education for the support of Provincial/Territorial association partners

#### **Qualifications**

- University or college degree in Communications, Business/Commerce, Marketing, Sports Management or equivalent experience
- Proven experience in Communications with minimum 5 years experience in a similar role
- G class driver's license, or equivalent
- Excellent written and verbal communication skills
- Bilingual in both English and French languages (oral and written)
- Strong knowledge of and passion for the sport of cycling considered an asset

#### **Travel**

On an occasional basis, the Communications Manager will be required to travel to meetings, events or program activities within Canada and occasionally internationally.

#### **Interested?**

If you are a team player with the passion, skills and experience that Cycling Canada is seeking and love to bring new ideas to the table, you might be the person we are looking for.

Please send a cover letter and resume electronically to [general@cyclingcanada.ca](mailto:general@cyclingcanada.ca) citing the position title in the subject line prior to **April 25, 2025 at 5pm EST**. We thank all applicants for their interest; however only those selected for an interview will be contacted.

Cycling Canada is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without discrimination.

**Note:** Criminal record and credit checks will be required of the successful candidate prior to hiring.