

Content Creator – TIRF Media Team

TIRF Rugby – 77 Bloor St W. Toronto, ON
Full-time, Contract



REPORTS TO: Communications Officer
CONTRACT TYPE: 30-35 hours/week; up to 12 weeks
START DATES: **May 1, 2018** or **July 1, 2018**
WAGE RANGE: \$855 to \$1068 (bi/weekly)

ABOUT US

The Toronto Inner-City Rugby Foundation (TIRF) is a rugby-centred community development non-profit organization. We use rugby as a tool for social good. *The Community Rugby Program* relies on strong relationships with nine local rugby clubs, community groups, schools, and the City of Toronto, to ensure that youth in priority neighbourhoods have opportunities to participate in rugby over the summer months.

THE ROLE

In your role as a **Content Creator on the TIRF Media Team**, you will be assigned projects – tasked with taking the project from concept through final production under tight deadlines while maintaining the TIRF’s brand identity. The ability to manage multiple projects simultaneously and strong writing skills are essential.

WHAT YOU’LL DO

65% MEDIA PROJECTS

- Create visually appealing material that conforms to TIRF’s brand guidelines
- Conduct interviews (on camera and off camera) for profiles and stories
- Contribute stories to the quarterly newsletter and periodic sponsor updates
- Create shareable online content around specific themes/campaigns
- Write and edit material that appeals to different audiences and adheres to word counts
- Utilize software to design graphics, edit photos, and create collateral
- Document special projects and catalogue files
- Organize portraits and “media days”
- Other duties as assigned

25% RUGBY DEVELOPMENT

- Recruitment and registration at TIRF and non-TIRF schools
- Support the delivery of the Rookie Rugby Curriculum schools/camps
- Capture multi-media stories at assigned evening house leagues
- Provide additional supports, including program delivery, at assigned evening house leagues
- Other duties as assigned

10% SPECIAL EVENTS

- Ensure that all events are marketed well via conventional and new media
- Act as a brand ambassador at info booths, registration days, and community events
- Coordinate and help execute event activities; including event setup and take down
- Other duties as assigned

WHO YOU ARE

You are a motivated, energetic **high-school** or **post-secondary student** looking to further your experience in communications, marketing, or design. As both an ambassador for TIRF and the game of rugby, you are ready-and-willing to take direction and constructive criticism to support the goals and values of the organization. Ideally you also have an interest in team sports and/or community development. You are a superb writer and have a strong eye for visual storytelling, also your Instagram is pretty lit – if you do say so yourself! Your sense of humour is equally matched by your strong work ethic. You laugh at “dad” jokes.

REQUIREMENTS

MINIMUM REQUIREMENTS

- Must be legally able to work in Canada
- Must be a full-time post secondary or high school student, returning to a full-time school program in the fall
- Must undergo a successful Voluntary Sector Screening check

PHYSICAL REQUIREMENTS

- Includes: lifting, bending, walking, running

COMPETENCIES

- Demonstrated values of diversity, inclusion, and teamwork
- Ability to work independently and juggle multiple projects/deadlines
- Strong working knowledge of Microsoft Office Suite/Google Suite, Adobe suite and social media channels
- Strong and clear written and verbal communication skills
- Strong time management skills with the ability to produce creative work under pressure
- Ability and willingness to work occasional evenings and weekends as required

ASSETS

- Portfolio of your creative work
- Knowledge of local community organizations, socio-economic landscapes in Toronto, and issues impacting youth
- Experience working in a recreation facility, recreational programs, special events, and rugby
- First Aid CPR Certification
- NCCP/World Rugby Coaching Certification
- HIGH FIVE Certification
- Valid Ontario Driver’s License
- Proficiency in: Arabic, Farsi, French, Mandarin, Somali, Tagalog, Tamil, Urdu, Vietnamese

NOTE

While this is a paid full-time contract position, TIRF does operate on flex-time and may involve occasional evening and weekend work.

HOW TO APPLY

Please complete the online job application at www.TIRFrugby.ca/jobs. You will be required to upload a cover letter and resume in a single PDF document and complete a short essay-styled question. Please save your resume and cover letter with the title “[Your Name]: **Content Creator – TIRF Media Team**”. You will receive an automated email notification letting you know that your application was received. **NO PHONE CALLS PLEASE.**

DEADLINE

All applications are due by **midnight on Wednesday, March 21, 2018.**

The Toronto Inner-City Rugby Foundation (TIRF) is an inclusive workplace and is committed to championing accessibility, diversity, and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.