

Overview:

Join our vibrant, community-focused canoe club and help enhance our digital presence! We're seeking an enthusiastic Digital Marketing Coordinator to manage and elevate our online presence this summer. This role is perfect for a student with a passion for digital media, community engagement, and outdoor sports.

As a Digital Marketing Coordinator, you'll create fresh digital content for outrigger canoe, surfski, SUP and summer camp programs, and engage local businesses, sports teams, schools, and community groups to utilize our facility for events like cross-training, team-building, and more.

Key Responsibilities:

1. Content Creation & Management:
 - Curate and produce engaging digital content (photos, videos, graphics) showcasing our programs, races, and events
 - Repurpose current content to create fresh materials for all platforms
2. Website Updates:
 - Maintain and update the club's website with event listings, news, and fresh content
 - Ensure the website is visually appealing and mobile-optimized
3. Social Media Management:
 - Manage and update social media platforms (Facebook, Instagram, TikTok, X)
 - Create posts, stories, and ads to engage current and potential members
 - Interact with followers and foster an active online community
4. Race Promotion:
 - Promote club races through digital content, including posts, videos, and event ads
 - Engage participants and potential sponsors through targeted campaigns
5. Community Outreach & Partnerships:
 - Build relationships with local businesses, schools, sports teams, and community groups
 - Promote SUP and double-hull canoe programs for group events (cross-training, team-building)
 - Engage with local businesses and community members by attending events
6. Summer Camp Marketing:
 - Promote kids' summer camps with content showcasing fun, active programming.
 - Run campaigns to attract participants for this year's camps and future seasons
7. Chamber of Commerce Outreach:
 - Engage with our local Chamber of Commerce and its members
 - Promote the club's team-building and wellness programs
8. Active Living Promotion:
 - Highlight our commitment to promoting active lifestyles
 - Encourage individuals and organizations to embrace outdoor activities through paddling and water sports
9. Online Merchandise Sales Platform:
 - Manage an online platform for club merchandise, including clothing and equipment
 - Promote merchandise sales via social media, website updates, and emails
10. Environmental Stewardship:
 - Educate participants on the importance of environmental protection, focusing on climate change impacts on waterways
 - Highlight issues such as pollution, habitat destruction, and water conservation.
 - Encourage paddlers to preserve ecosystems and advocate for sustainable practices
11. Campaign Planning & Performance Tracking:
 - Develop and execute marketing campaigns for the current and next season
 - Track performance metrics (engagement rates, website traffic) and provide regular updates to the leadership team

Qualifications:

- Currently enrolled in a post-secondary program (Marketing, Communications, Media, or related field)
- Strong understanding of digital marketing platforms, including social media (Instagram, TikTok, Facebook, X), and content creation tools (Adobe Suite)
- Experience with e-commerce platforms is a plus
- Excellent communication, writing, and editing skills
- Ability to work independently and as part of a team
- Passion for outdoor sports and community involvement (experience in paddling a plus)
- Knowledge of website management and SEO is an asset

Benefits:

- Gain hands-on experience in digital marketing, community engagement, and event promotion
- Work in a fun, supportive, and active environment with passionate people
- Make a meaningful impact in a growing non-profit organization

Employment information:

- Age: maximum age is 30 years, as funding is provided in part by a Canada Summer Jobs grant.
- Estimated total number of hours: 480 (over 15-18 weeks)
- Hourly wage rate: \$19.00 (base)
- 4% vacation pay will be added to each paycheque
- Minimum \$1/hr performance bonus with satisfactory review payable on job completion
- Bi-weekly pay period with direct deposit
- Job location: Oakville and Wai Nui O Kanaka Outrigger Canoe Club @ 128 Water Street, Oakville

Qualified applicants to send resume by March 31, 2026 to: Wendy Perkins, Commodore; wendypaddle@gmail.com