



 111-60 Scarsdale Rd.
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Job Title	Digital Content Creator & Graphic Designer
Reports to	Manager of Marketing, Communications & Community Outreach
Term	Full Time Permanent – Entry Level
Work Location	60 Scarsdale Rd, Unit 111, Toronto, ON and onsite event locations.
Hours	37.5 per week - <i>Note: Hours worked will vary during event delivery periods</i>
Salary	Commensurate with experience
Posting Date:	October 16, 2024
Closing Date:	October 30, 2024, by 11:59PM

ONTARIO VOLLEYBALL ASSOCIATION

The Ontario Volleyball Association (OVA) is a non-profit member-based provincial sport organization where dedicated volunteers and professional staff provide leadership in the growth and development of indoor, beach and sitting volleyball for all Ontarians. Our vision is to provide a fun, safe and rewarding environment through a commitment to Volleyball for Life.

JOB SUMMARY

Ontario Volleyball is seeking a creative and dynamic Digital Content Creator & Graphic Designer responsible for creating marketing materials and digital content across multiple departments. This role will manage social media, produce engaging video content, design compelling graphics, and provide media coverage at major events. The ideal candidate will have a passion for storytelling, content creation, and community engagement through various digital platforms.

The Digital Content Creator & Graphic Designer will lead communications event staff at key events like Convention Centre tournaments, Ontario Championships, Beach Tour, and Team Ontario camps to deliver live coverage and enhance visibility. Collaborating with the Sponsorship, Events, and the Marketing & Communications teams, they will contribute to creative marketing campaigns that elevate Ontario Volleyball's brand and engage the community, driving the growth of the game across the province.

KEY RESPONSIBILITIES

Social Media Management

- Develop, manage, and execute social media strategies across multiple platforms (Instagram, Facebook, TikTok, YouTube, etc.), while creating, curating, and scheduling engaging content that reflects Ontario Volleyball's voice and fosters community engagement.
- Monitor social media trends and use analytics to adjust strategies for optimal performance.
- Monitor social media growth and provide weekly KPI reports and analysis to the Director of Operations

Content Creation

- Design compelling logos, print and digital media, and social media content to support Ontario Volleyball's branding and storytelling.

- Capture, edit, and produce high-quality video content and promotional videos, including short-form clips for social media and long-form productions like event recap highlights, interviews, and features.
- Collaborate with the marketing and communications teams to ensure consistent visual storytelling, branding, and the development of creative concepts that align with departmental objectives.
- Develop and design concepts, templates, and layouts for print and digital materials, ensuring brand consistency across all platforms.
- Organize and maintain a comprehensive video library, ensuring proper archiving, backup, and easy access to past and current video assets.
- Ensure adherence to OVA policies, regulations, and copyright laws in the creation and distribution of video and graphic design content.

Event Coverage

- Attend Ontario Championships and other key events to provide live social media coverage, capturing key moments, delivering real-time updates, and gathering interviews with athletes, coaches, spectators and staff.
- Serve in an operational capacity at select events, ensuring compliance with OVA brand guidelines and maintaining quality control over all creative materials to ensure brand consistency.
- Lead on-site communications staff, coordinating roles to ensure seamless media coverage and content collection.

Collaboration

- Build and maintain relationships with key stakeholders, sponsors, and partners.
- Work as a teammate in a collaborative, fast-paced environment on various projects, campaigns, and initiatives while maintaining timelines and work quality.
- Collaborate with marketing and communications team members to establish campaign objectives and complete tasks
- Work closely with the marketing and communications team to develop content calendars and ensure timely delivery of all digital assets.

Innovation & Strategy

- Stay up to date with digital marketing trends, tools, and platforms to continually enhance Ontario Volleyball's online presence.
- Propose new creative ideas to elevate the organization's digital storytelling and fan engagement.
- Integrate technology solutions to enhance the attendee experience, such as event apps, virtual platforms, and interactive elements

Qualifications

- Post-secondary education in Graphic Design, social media, or related field; or equivalent experience.
- Proven experience managing social media accounts, producing video content, and working with platforms like Instagram, TikTok, Facebook, and YouTube.
- Proficiency in social media management tools (e.g., Sprout Social, Hootsuite) and video editing software (e.g., Adobe Premiere, Final Cut Pro).

- Strong graphic design skills with experience in Photoshop and Illustrator; and ability to provide a portfolio showcasing past graphic and video work.
- Familiarity with social media analytics and data-driven strategy adjustments.
- Excellent communication and interpersonal skills, able to thrive in a fast-paced, team environment.
- Flexible schedule with availability for evenings, weekends, and travel within Ontario for event coverage.
- A passion for volleyball and an understanding of the sport's digital landscape.
- A willingness to take on diverse tasks, including on-camera work and hands-on duties.
- A valid driver's license is required.

OVA STANDARDS

The incumbent must also demonstrate the following personal attributes that reflect the OVA's Organizational Standards:

- Foster an **inclusive** community
- Treat all people with **dignity** and **kindness**
- Act with **integrity** in all that we do
- Utilize **collaboration** to meet our common purpose
- Embrace **innovation** with bold creativity
- Challenge **excellence** and continuous learning, always

REQUIREMENTS FOR APPLYING

- Submit a cover letter summarizing motivations, expected salary range and candidate's main skills related to the position
- Resume
- Link to portfolio
- Reference Letters (2) + contact information of a third reference

Please submit your resume electronically by quoting – **Digital Content Creator & Graphic Designer** in the subject line (MS Word or pdf format only) to kmaharaj@ontariovolleyball.org by October 30, 2024, by 11:59 PM.

The OVA is an equal opportunity employer. The OVA is committed to providing an accessible environment and will provide all reasonable accommodation for job applicants with disabilities to support their full participation in our recruitment process.

Thank you for your application but only potential candidates will be contacted for an interview.