JOB OPPORTUNITY

Position Title: Manager, Communications and External Relations

Location: Canmore/Calgary, hybrid (Alberta)

About Nordiq Canada

As the National Sport Organization for Cross-country and Para Nordic skiing, Nordiq Canada partners with provinces, territories, clubs and others to provide the leadership, support and resources needed for all Canadians to find their own greatness in our sport, whether they aspire to ski for their country or for fun and fitness.

The Opportunity

Nordiq Canada is seeking a creative, skilled and relationship-oriented **Manager, Communications & External Relations** to lead the organization's communications, storytelling and external engagement.

At the heart of this role is **storytelling**. The Manager will find, develop and share the stories of Nordiq Canada's athletes, coaches, clubs, programs and activities - creating compelling content that connects our community, strengthens our brand, informs our supporters and demonstrates the impact of our work.

The role combines traditional communications responsibilities with stakeholder, partner and donor engagement. The Manager will use strong communications, content creation and relationship-management skills to help Nordiq Canada engage and steward the people and organizations who support our mission.

This is a hands-on role suited to an excellent writer and content creator who is equally comfortable developing a communications plan, interviewing an athlete, writing a feature story, preparing a donor update or helping bring an organizational campaign to life.

Key Responsibilities

1. Communications & Storytelling | ~50%

Lead the development and delivery of compelling, consistent communications that bring Nordiq Canada's people, programs and impact to life.

- Identify and develop stories from across Nordiq Canada's high-performance, Para Nordic, development, coaching, events and community programs.
- Write and edit high-quality content including feature stories, athlete profiles, announcements, newsletters, web content, key messages and organizational communications.
- Develop content that translates complex organizational or sport information into clear, engaging and accessible stories.
- Maintain an organizational editorial and communications calendar.
- Ensure consistency of voice, messaging and brand across Nordiq Canada communications.
- Work closely with athletes, coaches and staff to identify storytelling opportunities throughout the year.

2. Content Creation & Digital Communications | ~25%

Create and coordinate engaging digital content that connects Nordiq Canada with its national community.

- Develop written, visual and short-form digital content for Nordiq Canada's website, newsletters and social channels.
- Capture or coordinate photography, video and other storytelling assets where appropriate.
- Create content around National Team activities, competitions, camps, athletes, events and community initiatives.
- Manage and maintain website content and organizational communications platforms.
- Support livestream, event and competition communications as required.
- Track basic communications and engagement metrics to understand what content is resonating and continuously improve.

The emphasis of this responsibility is **quality storytelling and content creation rather than high-volume social media production or marketing.**

3. External Relations & Donor Stewardship | ~25%

Use communications and storytelling to strengthen Nordiq Canada's relationships with donors, partners, alumni and key stakeholders.

- Develop regular donor and partner communications that demonstrate the impact of their support.
- Create stewardship materials including impact updates, donor stories, newsletters, reports and recognition communications.
- Support the CEO in developing presentations, proposals, cases for support and other donor or partner materials.
- Help maintain consistent and meaningful communication with key stakeholders throughout the year.
- Support donor and partner events, recognition opportunities and engagement initiatives.
- Assist with Champions Circle and other donor-engagement communications.
- Maintain appropriate donor and stakeholder communications records and support basic CRM administration.
- Work with the CEO and other organizational leaders to identify stories that demonstrate the impact and value of investing in Nordiq Canada's athletes, programs and community.

Core Skills & Attributes

We are looking first and foremost for an **exceptional content creator and storyteller.**

The successful candidate will bring:

- **Exceptional writing and copywriting ability**, with the capacity to adapt voice and style for athletes, donors, media, partners and the broader sport community.
- A strong instinct for **finding the story** - recognizing the people, moments and ideas that will resonate with an audience.
- Experience creating engaging content across multiple platforms.

- Strong editing and proofreading skills with excellent attention to detail.
- The ability to turn complex information into clear, human and compelling communications.
- Good visual storytelling instincts and comfort working with photography, video and digital content.
- Strong interpersonal skills and the ability to build trusted relationships with athletes, coaches, donors, partners and colleagues.
- Sound judgement, discretion and professionalism when working with sensitive organizational information.
- Strong organization and the ability to manage an editorial calendar and multiple priorities.
- A collaborative, resourceful and hands-on approach to work.

Experience

The ideal candidate will have approximately **5+ years of experience** in communications, journalism, content creation, public relations, nonprofit communications or a related field.

Experience in sport, nonprofit, philanthropy or mission-driven organizations an asset, but not required.

Candidates should be prepared to provide a small portfolio or examples of previous writing and content creation.

Bilingualism in French/English a strong asset.

How to Apply

Interested candidates are invited to submit a resume and cover letter to: **info@nordiqcanada.ca**

Application deadline: September 24th, 2026

Please include your name and *"Manager, Communications"* in the subject line.

Please note - only candidates selected for an interview will be contacted.

Nordiq Canada is committed to employment equity and encourages applications from all qualified candidates. Preference will be given to Canadian citizens and permanent residents.

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