



COMMUNICATIONS SERVICE COORDINATOR (SUMMER 2022)

Lay-Up Youth Basketball is a cost-free program centred on the culture of basketball designed to develop the skills kids need on and off the court. Lay-Up provides evidence-based basketball and development programs in Toronto's Neighbourhood Improvement Areas and has been operating since 2013. To facilitate our program, we work closely with partners like Nike and Canada Basketball.

For more information on programming and our vision, visit Lay-Up's website (www.layup.ca) & Instagram (@layup_basketball).

Overview

The Communications Service Coordinator will support the planning, creation and distribution of all communications and manage program related projects.

Tasks and Responsibilities:

- Document and communicate our impact and amplify the voices of those utilizing sport to impact youth lives positively (communication, digital skills)
- Work with the Basketball Operations Team through leading projects including Culture of Basketball activities, creative initiatives and program related events. (teamwork, digital skills)
- Plan and execute projects, activities and events in collaboration with Lay-Up team members (teamwork)
- Create and develop marketing collaterals for social media posts, web content and reports using digital tools and software such as Adobe Photoshop, InDesign, Illustrator, etc. (digital skills, communication, leadership)
- Develop program videos by editing recorded raw materials - program footages, participants/coaches interviews, graphics, etc.) (digital skills, communication, leadership)
- Create and schedule social media post through Hootsuite (digital skills)
- Utilize Excel to create planning documents for the execution of projects (digital skills, leadership)
- Consistently monitor lay-up social media platforms and communicate effectively with youth, parents and other lay-up stakeholders with any inbound inquiry (client service, communication)
- Ensure all partners, team members and creative talent are up to date on all project details and their roles within them (leadership, teamwork, communication).

Desired Start Date: June 2022 (8 weeks)

Hourly Rate: \$17.50

Hours per week: 35 hours

This position will be a combination of remote/in-person work. At least 50% of the time will be assigned to the **Jane & Finch (Humber River-Black Creek)** location.

For questions, please contact **Chris Penrose**, Executive Director at cpenrose@layup.ca or basketball@layup.ca