



COMMUNITY RECREATION 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 Community Recreation Coordinator will lead communication with parents/guardians, develop and conduct outreach strategy and initiatives to serve all the neighbourhood improvement areas that Lay-Up are in, support with inventory management, database management, research and development projects and other program administrative functions. They play an integral role in operationalizing programs on and off the court, to deliver high-quality and inclusive evidence-based programming for over 500 kids across Toronto this summer. They will have the opportunity to develop fantastic organizational and project management skills, attention to detail, communication skills and digital skills.

Task and Responsibilities

- Lead communication with participants and parents during the registration process and conduct an individual virtual orientation to lay-up families (client service, communication, leadership).
- Conduct community outreach by connecting with historical participants via phone calls and emails (client service, communication).
- Routinely conduct program reminder calls, absentee calls, and respond to any program related inquiries and questions (client service, communication, leadership).
- Lead the daily sign-in/out process attendance with Lay-Up participants (client service, communication, leadership).
- Conduct community outreach in Lay-Up neighbourhoods (community board postings, housing units, community centres, etc.), attend school appearances and community events (pending health and safety measures) (leadership)
- Communicate with Head Coaches any changes in program attendance, new registrants, cancellations, waitlists, parent concerns/questions etc (teamwork, communication)
- Work closely with the Manager of Outreach & Engagement to manage community contact database and development and execution of outreach initiatives (teamwork, communication).
- Support with the assembly and distribution process of Lay-Up's Play-At-Home/Essentials Kit (teamwork, communication).
- Maintain and regularly update registration materials, participant information, attendance and other outreach related documents and spreadsheets (digital skills).
- Digitizing key program information, navigating through Lay-Up's google drive, excel spreadsheets, and provide support in troubleshooting technology-related issues of parents/participants (digital skills).
- Support with the maintenance of CRM (Salesforce) platform (digital skills).
- Collect and digitize all data into CRM, including but not limited to: participant information, attendance, survey data, partner information etc. (digital skills).



Desired Start Date: June 2022 (9 weeks)

Hourly Rate: \$17.50

Hours per week: 30-35 hours

This position will be a combination of remote/in-person work. At least 50% of the time will be assigned to the **Don Valley East** location.

For questions, please contact **Marion Mendoza**, Manager of Outreach & Engagement at mmendoza@layup.ca or basketball@layup.ca.