BRITISH COLUMBIA DEAF SPORTS FEDERATION

JOB DESCRIPTION

Position Title: Access Communications Coordinator (part-time)

ABOUT BC DEAF SPORTS

BC Deaf Sports is a multi-sport, non-profit organization functioning as an umbrella for deaf and hard of hearing athletes in British Columbia. Our mandate includes promoting awareness and acceptance of deaf athletes provincially and nationally. We develop interest amongst deaf athletes and supporters in competitive and recreational sports. Opportunities include sporting events to participate in, training and other services.

SUMMARY OF THE POSITION

The Access Communications Coordinator (ACC) will design and develop a communications strategy that will foster increased access, interest and engagement in sports for the deaf and hard of hearing individuals. This part-time coordinator position will develop initiatives that support:

- Increasing awareness by developing promotion resources to educate and empower communities to include and encourage participation in BCDSF sporting events.
- Inspire future deaf and hard of hearing athletes to become physically active.
- Educate parents, individuals and organizations in regards to sign language access and awareness of available sport programs.
- Establishes contacts and relationships with stakeholders, community and media.

DUTIES AND RESPONSIBILITIES

- **Campaign:** Develop and implement a campaign to communicate and recognize deaf and hard of hearing athletes who are successful role models, to share the stories of such athletes with the deaf and hard of hearing communities, teachers and parents of deaf and hard of hearing children.
- **Dialogue:** Increase understanding of access with sign language through social media communication and developed media resources. This includes developing a social media strategy to bring increased online engagement that will support our community outreach and sport programs.
- **Cultural Awareness:** Develop a deaf cultural awareness resource and strategy to foster understanding of cultural and language need of deaf and hard of hearing participants through perspectives of sport and physical activity. This will include perspectives of children to seniors.
- **Teamwork:** Work in collaboration with Sports Access Coordinator to create and distribute promotional materials, social media campaigns, posters, media ads, videos and media releases.

To achieve success in the focus area mentioned above, the ACC works with parents, teachers, stakeholders, leaders, sport organizations, the business community, funders, academic institutions, community centers and clubs to leverage networks. Then establishes initiatives in access communications to facilitate a culture within the BC Sport Sector in which participants are aware and can join developed programs with the coaching and instruction of deaf and hard of hearing athletes including sign language.

Working with BC Deaf Sports members, staff and the Board, the ACC supports ongoing activities to develop excellence in sporting activity for the BC Deaf community. The ACC inspires change and motivation in understanding the value of deaf culture and sport through access communications. The vision, mission and values of BC Deaf Sports will be realized through dialogue with or facilitating between interested parties.

The position duties and responsibilities will evolve as outcomes are achieved and established within BC Deaf Sports. The duties will be re-assessed to achieve long term goals including medals in multi-sport events such as Deaflympics.

EDUCATION AND EXPERIENCE

The following education and experience criteria reflect the ideal qualifications for the position:

- Post-secondary degree in sport/recreational management, intercultural studies, disability, deaf studies, gender and race studies, business or sports administration
- One or more years of related work experience
- Experience working with community based sport, recreation or sport organizations
- Experience in developing strategy in communications initiatives, including social media.
- Ability to prioritize initiatives while consulting with stakeholders
- Proven ability to communicate clearly and effectively
- Intermediate to advanced skills using a variety of computerized software packages, such as Microsoft Office (Word, Excel, PowerPoint), Outlook and the Internet
- Shows initiative and has the ability to think critically and act logically to evaluate situations and generate required steps to ensure success
- Proven ability to solve problems and make critical decisions

To How To Apply:

Applications may be submitted by e-mail (info@bcdeafsports.bc.ca) with a subject line of “Access Communications Coordinator (part-time)”, no later than October 6, 2014.
Or by mail with the following address information:

British Columbia Deaf Sports Federation
Attention: Human Resources committee
#4-320 Columbia Street
New Westminster, BC V3L 1A6