

## Digital Communications Manager

AA+ EVT - LONGUEUIL - RIVE SUD

### Job Description

As a promoter of international-scale sports events and a recognized producer in television broadcasting, our company creates content that meets the highest standards in sports event production. We deliver television feeds to the world's leading sports broadcasters. Our mission is to generate emotion through sport, fostering connections between sports enthusiasts, elite athletes, and spectators, with the goal of showcasing Québec and Canada beyond our borders.

We are looking for a passionate and creative **Digital Communications Manager** to join our team and help promote our events while strengthening our online presence. If you have strong expertise in digital strategy and are excited about engaging a community of sports fans, this role is for you!

### Key Responsibilities

#### Content Strategy and Creation:

- Collaborate closely with teams to develop a content strategy that aligns with the company's goals and events, adapting approaches based on digital channels to increase engagement and reach
- Create a variety of content (written, visual, and video) for social media, websites, and other digital platforms
- Analyze and track the performance of content and digital campaigns, adjusting actions to maximize impact

#### Social Media Management:

- Oversee the day-to-day management of social media accounts across all relevant platforms (Instagram, Facebook, TikTok, X, etc.), ensuring a dynamic and consistent presence
- Design, plan, and publish captivating content across social media platforms, engaging our audiences and promoting our initiatives and events
- Monitor social media trends and implement best practices to optimize content performance
- Interact with our community through comments, messages, and forums to create a positive and interactive online presence
- Analyze and track the performance of digital content and campaigns, adjusting actions to maximize impact

### **Website and Newsletters:**

- Ensure the website is up to date, optimizing the user experience and providing analysis and recommendations to management
- Write and design engaging newsletters that highlight events and news, optimizing distribution tools to reach a broad audience

### **Preferred Profile**

- In-depth knowledge of digital trends, social media, algorithms, and the ability to tailor content to the specificities of each platform
- Excellent writing, editing, and proofreading skills in both French and English
- Strong interest in creating engaging and inspiring communication
- Experience with social media analytics and management tools
- Ability to adapt to changes and take on various challenges
- Ability to manage multiple projects and deadlines with precision and attention to detail
- High availability required during events
- Dynamism, creativity, and a strong team-oriented mindset
- Passionate about sports with a deep understanding of the cycling world
- Strong interest in photography and videography, with expertise in video editing (an asset)

### **Requirements**

- A university degree in communications or a related field
- Minimum of 5 years of experience in a similar role
- Bilingual (English and French), both written and spoken
- Proficiency in the following tools: Adobe Suite, Canva, MailChimp, Google Suite and experience with WordPress (an asset)

### **Conditions**

- Salary: To be discussed based on skills and experience
- 4 to 5 days per week in the office
- 37.5 hours per week
- 3 weeks of annual vacation
- Collective insurance
- Group RRSP
- Social committee and company activities
- Access to the gym and locker rooms
- Participation in company events
- **Start date:** As soon as possible



**Does this profile match yours, and are you interested in our industry?**

Then apply now by sending your CV to [rh@gpcqm.ca](mailto:rh@gpcqm.ca).

We thank you for your interest in this position. Only candidates who meet the required profile will be contacted.