



Marketing and Communications Coordinator

The Zatzman Sportsplex is an indoor sports and community centre in Dartmouth, Nova Scotia. It houses an arena, a gymnasium, two swimming pools, and other fitness, leisure, and events facilities. The Zatzman Sportsplex provides opportunities for people to participate in sports and recreation, socialize, learn, and grow—helping individuals, families, and groups realize their full potential.

Reporting to the Director of Programs and Services, this role involves creating compelling content for the Sportsplex website, social media channels, and marketing materials, by collaborating with internal teams to align content with the mission, vision and values. The coordinator will analyze platform performance, managing campaigns, manage relationships with media outlets and external partners, organize promotional events, and stay abreast of industry trends to ensure marketing efforts remain effective and innovative. This is a full-time, permanent position with the Zatzman Sportsplex. We offer a supportive work environment including a comprehensive compensation and benefits program, and a defined benefit matching pension plan.

Key Responsibilities:

Marketing and Promotion

- Managing the Sportsplex's digital platforms, including its website, Facebook page, Instagram account, YouTube channel, and other communication platforms. Create and post content that is engaging and informative, and that reflects the Sportsplex's brand identity.
- Creating a comprehensive marketing and communication plan for the Sportsplex. Conducting market research to understand the needs and preferences of the target audiences, developing strategies to promote the facility's programs and services, and implementing campaigns to achieve results.
- Provide ongoing support to all departments to meet the needs of the facility. Create promotional materials and customer education tools that effectively showcase the Sportsplex's offerings and benefits. This will include designing brochures, postcards, welcome materials, and videos that highlight the facility's amenities, programs, and services.



Customer Service

- Address customer inquiries and complaints received through various channels such as phone, email, social media, or comment cards. This involves connecting with staff in the appropriate departments, providing accurate information and resolving issues in a timely manner.
- Oversee the collection and analysis of customer feedback, including evaluations of programs and services. Implement and maintain systems to gather feedback, analyzing the data to identify trends and areas for improvement, and using this information to enhance the customer experience at Zatzman Sportsplex.

Community Engagement

- Connect with community organizations to help them in supporting their goals towards providing opportunities for healthy living, physical activity, fitness, recreation and sport.

Administration

- Ensure marketing and communications invoices are submitted for processing on a timely basis and receipts provided for expenses reports.
- Collaborate closely with Human Resources to develop and implement employee appreciation activities. This includes organizing events, programs, and initiatives that recognize and celebrate the hard work and contributions of employees.
- Ensure that appropriate staff members receive comprehensive training to effectively update and maintain the website and various media channels, including social media platforms in case additional support is required.
- Contribute to facility safety, supervision and events when required.

Ideal Candidate:

- Degree or Diploma in Marketing, Communication or a related field
- 1 year plus of experience working in marketing
- The ability to craft compelling messages for different audiences and platforms.
- Strong project management skills, with the ability to manage multiple priorities and meet deadlines.
- Analytical mindset with the ability to track and interpret marketing metrics to drive data-driven decision-making.
- The ability to develop innovative marketing strategies and campaigns.
- High level of computer proficiency including Microsoft Office Suite, web and social media software, and various databases.

**Benefits:**

- On-site gym
- On-site parking
- Paid time off

40 hours/week (5 days/week) - Weekends as needed

Work Location: In person

Values

Our core value at the Zatzman Sportsplex is people.

Relationships - Creating positive, long-lasting relationships with our customers is not just a business move—it's an action we take to work toward safety and comfort in our Sportsplex community.

Innovation – Embracing change isn't easy, but we aim to be experts at it. We learn from not only our successes, but our mistakes as well, and we strive to be accepting of (and willing to) change.

Community – We believe everyone should have an opportunity to succeed, and this means recognizing that different people need different types and levels of support. We consider equity in everything that we do and always strive to use a community impact approach.

Employees – Our success is a direct result of the strength and well-being of the facility's staff and volunteers. The Zatzman Sportsplex is proud of its staff and commits to supporting them with not only the right tools to get the job done right, but the right attitude to help them understand they're appreciated.

Interested candidates can apply by e-mail with a resume and cover letter to miriam.mutalesimmonds@halifax.ca. If e-mail is not an option, applications can be mailed or delivered in person to:

Miriam Mutale Simmonds – People & Culture Manager
Zatzman Sportsplex
110 Wyse Road
Dartmouth, N.S., B3A 1M2