



Title: Communications Coordinator

Location: Regina, SK

Job Type: Fulltime, 37.5 hours/week.

Saskatchewan Horse Federation (SHF) is the provincial equestrian sport governing body and serves approximately 4,000 provincial members and 134 member clubs. The SHF is a dynamic and growing organization that takes pride in delivering quality service and programs that encourage life-long participation in equestrian activities.

Overview:

The Communications Coordinator will have experience, education, skills and personal attributes necessary to provide primary leadership and support to the areas of communication.

Key Responsibilities Include:

The Communication Coordinator will be responsible to develop and implement communications as well as marketing and branding strategies which will support relationship building with members and stakeholders and will enhance the image of the Federation, promote SHF Values and develop and articulate the SHF Brand.

Responsibilities:

- to maintain SHF's branding strategy and create a strong image, brand and reputation that strengthens the position of SHF.
- in collaboration with staff, to be instrumental in developing and executing the annual communications plan.
- to develop internal and external communication materials including membership brochures, general brochures, newsletters, e-newsletters or magazines
- to develop all public relations communications, including social media messages; to create online and social media content that engages audiences and positions these platforms as primary communications tools.
- to oversee member-driven content to ensure it remains closely aligned to SHF's values and Code of Conduct
- to capture and share SHF 'stories' that demonstrate the quality and effectiveness of the SHF and SHF member activities.
- along with other staff, to attend SHF events and provide onsite program support as needed.
- to oversee development of print and electronic materials and Federation clothing ensuring image, logos and style align with brand standards.
- to support Executive Director and staff in sponsorship development.
- Experience in the Equine environment an asset.

Other responsibilities may be assigned at the discretion of the Executive Director commensurate with the skill set of the successful candidate.