



## Digital Marketing Coordinator (Summer Position)

**Organization:** Rugby Nova Scotia

**Location:** Halifax, NS (with some remote flexibility)

**Term:** 8 Weeks (Summer 2026)

**Hours:** Approximately 30 hours per week

**Reports To:** Executive Director

### Position Overview

Rugby Nova Scotia is seeking a creative and detail-oriented **Digital Marketing Coordinator** to support the organization's communications and digital presence. This role is ideal for an individual with a passion for sport, storytelling, and digital engagement.

The successful candidate will be responsible for creating and managing content across Rugby Nova Scotia's digital platforms, helping to promote programs, events, and initiatives across the province. This role will play a key part in strengthening brand presence, increasing engagement, and supporting participation growth.

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### Key Responsibilities

#### Content Creation & Management

- Develop and schedule engaging content for social media platforms (Instagram, Facebook, etc.)
- Create graphics, short-form video, and written content aligned with Rugby Nova Scotia branding
- Assist in capturing photo and video content at events, programs, and competitions

#### Digital Communications

- Support updates to the Rugby Nova Scotia website
- Assist in the development and distribution of newsletters and email communications
- Ensure consistency in messaging, tone, and branding across all platforms

## **Marketing & Promotion**

- Promote Rugby Nova Scotia programs, events, and initiatives
- Support marketing campaigns aimed at increasing participation and awareness
- Collaborate with staff and stakeholders to highlight stories from across the rugby community

## **Analytics & Reporting**

- Track and report on social media and website performance metrics
  - Provide insights and recommendations to improve engagement and reach
  - Maintain organized records of content and campaign performance
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## **Qualifications & Skills**

- Background in marketing, communications, digital media, or a related field (current student or recent graduate preferred)
  - Experience managing social media accounts and creating digital content
  - Strong written and visual communication skills
  - Proficiency with content creation tools (e.g., Canva, Adobe Suite, or similar)
  - Ability to work independently and manage multiple projects
  - Interest in sport and community engagement is considered an asset
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## **Additional Requirements**

- Must be between ages 15-30
  - Ability to attend occasional in-person events (evenings/weekends as required)
  - Access to a laptop and familiarity with digital platforms
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Rugby Nova Scotia values aim to align with that of World Rugby and the diversity and inclusivity within our community. We encourage applications from Indigenous People, Persons of African Descent, Black Nova Scotians and other Racially Visible Persons, Persons Living with Disabilities, Gender Diverse Persons and members of other historically underrepresented communities.

Rugby Nova Scotia encourages all qualified people to apply. If we can make this easier through accommodation in the recruitment process, please contact us. All applicants must be able to provide a criminal record check.

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## How to Apply

Please submit your **resume and cover letter** to:  
[rugbyed@sportnovascotia.ca](mailto:rugbyed@sportnovascotia.ca)