Social Media & Branding Coordinator

Reports To:	Executive Director
Employment Type:	Part-Time Independent Contractor
Work Arrangement:	Remote, flexible hours, with occasional attendance at OAS events and activities
Compensation:	$1,200 - $1,500 per month
Application Deadline:	9:00 AM - Monday, November 30, 2026
How to Apply:	Interested applicants are invited to submit their resume to Melissa Wolk at mwolk@ontarioartisticswimming.ca. Applicants are also welcome to include examples of their work, such as portfolio links, social media content, screenshots, or other relevant samples.

POSITION OVERVIEW

Ontario Artistic Swimming (OAS) is seeking a creative, enthusiastic, and organized individual to support our social media presence, digital content creation, and sponsorship activities.

This is a hands-on role focused on telling the stories of Ontario's artistic swimming community, celebrating athletes and clubs, promoting OAS events and programs, and showcasing the impact of our partnerships and initiatives.

The ideal candidate will have a flair for social media, an eye for engaging content, and the ability to turn photos, videos, and stories into compelling digital communications.

This opportunity is well suited to an emerging marketing or communications professional looking to build their experience and portfolio, or someone connected to the artistic swimming community who has strong digital media skills and an interest in supporting the sport.

KEY RESPONSIBILITIES

Social Media Management & Content Creation

- Create, schedule, and publish engaging content across OAS social media platforms, primarily Instagram and Facebook, with opportunities to incorporate TikTok and other platforms.
- Develop and maintain a monthly social media content calendar aligned with OAS events, programs, and initiatives.
- Create graphics, reels, short-form videos, photo carousels, and other digital content.
- Develop regular content features that celebrate and engage the artistic swimming community, including:
    - Athlete spotlights and achievements.
    - Team Ontario athlete and coach features.
    - Club spotlights highlighting programs, accomplishments, and community contributions.
    - "Get to Know Artistic Swimming" educational and behind-the-scenes content.
    - Features recognizing coaches, officials, and volunteers.
- Monitor social media engagement and provide basic performance updates and recommendations.

Event & Team Ontario Coverage

- Coordinate social media promotion and coverage of OAS provincial competitions, Team Ontario camps, and other key activities.
- Create pre-event promotional content, including event announcements, countdowns, and highlights.
- Develop event-day content such as Instagram stories, reels, athlete features, and competition highlights.
- Produce post-event recaps celebrating participants, achievements, and memorable moments.
- Work with OAS staff, clubs, and event volunteers to collect photos, videos, and other content.
- Attend selected events and Team Ontario activities when practical and mutually agreed upon.

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Bruce H. Mitchell Foundation – Program Storytelling & Impact Reporting

- Develop social media features highlighting the impact of Foundation-supported initiatives.
- Ensure appropriate Foundation recognition and acknowledgements are included in communications, subject to OAS and Foundation approval requirements.

Sponsorship & Partnership Activations

- Support the delivery of promotional and recognition commitments associated with OAS's existing sponsorship partnerships.

Jolyn Canada – Official Team Ontario Sponsor

  - Support promotion of exclusive OAS member benefits, products and partnership initiatives.
  - Assist with digital content related to event giveaways, sponsor promotions and athlete engagement activities.

Nothers The Award Store – Ontario Championships Presenting Sponsor

  - Coordinate sponsor recognition and promotional content leading up to and during the Ontario Championships.
  - Develop digital content highlighting the partnership and sponsor contributions.
  - Work with OAS staff to support agreed-upon event activations and sponsor visibility.

QUALIFICATIONS & SKILLS

- Education or training in digital marketing, communications, social media, graphic design, or a related field, or equivalent practical experience.
- Experience creating content for Instagram, Facebook, and other social media platforms.
- Familiarity with Canva and basic photo/video editing tools.
- Strong writing and storytelling skills.
- Creative, organized, and comfortable working independently.
- Ability to manage multiple deadlines and coordinate content with different contributors.

ADDITIONAL ASSETS

- Previous involvement in artistic swimming as an athlete, coach, official, or volunteer.
- Experience producing short-form video content, including Instagram Reels.
- Familiarity with sport events, athlete storytelling, or sponsorship promotions.
- Photography or videography experience.

WORK ARRANGEMENT & COMPENSATION

- This is a part-time, independent contractor opportunity offering flexibility to work remotely and manage responsibilities around other professional or personal commitments.
- Compensation is based on an agreed-upon scope of services and deliverables.
- Workload will vary throughout the season, with increased activity surrounding provincial competitions, Team Ontario camps, and other major events. Occasional event attendance may be required.
- The successful candidate will work collaboratively with OAS staff while independently managing assigned content and deliverables.

WHY JOIN OAS?

This is an opportunity to develop a strong digital marketing portfolio while working with a dynamic provincial sport organization.

The role offers creative freedom, flexible working arrangements, and opportunities to capture engaging sport content, share athlete stories, and contribute to initiatives that have a meaningful impact on Ontario's artistic swimming community.

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