



STANDARD BRED CANADA

Looking for **REAL HORSEPOWER**

WE'RE HIRING

POSITION: Member & Stakeholder Relations Co-Ordinator – Full Time, Permanent

Get to Know Us:

Standardbred Canada is a not-for-profit association and the national breed registry for the standardbred horse with over 6000 members. We serve our horses and members by recording pedigrees and racing statistics for the Canadian harness racing industry and by being a news leader for the industry with a very active website and monthly Trot magazine.

Culture

"It's about the H.O.R.S.E. of course" – At Standardbred Canada our corporate values promote Honesty, Ownership, Respect, Service to Others and Excellence. Our success is powered by people and technology. We champion diversity and always look for ways to put more pace into the sport. Our employees are the real horsepower of the association and are always at the core of who we are and what we do.

Location: 2150 Meadowvale Blvd, Mississauga, Ontario

Summary of Position • **Member & Stakeholder Relations Co-Ordinator – Full Time, Permanent**

Responsibilities

- Directs and oversees membership activities and outreach activities for the association
- Oversee, develop, and coordinate initiatives to increase & engage membership
- Analyze and develop programs in response to membership needs
- Oversees membership database, analyzing and responding to trends with focus on retaining and growing membership
- Assist and liaise in the creation of relevant marketing and promotional assets
- Prepare standard surveys and communication for membership and employees
- Oversee communication support of Industry events, functions, and programs
- Assist in organizing and facilitating national initiatives that are beneficial to the membership (teleconferences, webinars, etc.).
- Liaise with provincial, national, and international Standardbred organizations and government bodies
- Oversee and maintain assigned marketing budget accounts

Qualifications

- Proficient knowledge and use of Microsoft Office; sophisticated capability in MS Excel & PowerPoint
- Contribute to projects to drive improvements of operational effectiveness and consistency
- Previous data analysis experience including data modeling and forecasting is an asset
- Marketing experience
- In-depth knowledge of the harness racing industry
- Ability to work on a team and independently to achieve a common goal
- Strong oral, presentation, and writing skills
- High degree of tenacity and persistence to get tasks completed on schedule
- Experience partnering with an executive team
- Knowledge of desktop publishing, specifically Macintosh packages, Adobe Illustrator and PhotoShop
- University degree or college diploma or related experience

What We Can Offer for All Your Hard Work?

- Health and Insurance Benefits
- Work from Home Opportunities
- Competitive Salary
- Fast paced working environment

JOIN OUR TEAM • APPLY NOW

Attention:
scvacancy@standardbredcanada.ca

Applicant Closing Date: April 21, 2022

We thank all those who apply but only those applicants who are selected for an interview will be contacted.