



Director — Sport Participation and Development

Location: Fredericton, New Brunswick, Canada

Department: Sport Development and Participation

Reports to: CEO, Sport New Brunswick

Job Type: Full-time, permanent

Working Conditions: minimum two days per week in office; some evenings and weekends; travel as needed

Language Requirements: English and French

Salary Range: \$68,000 - \$85,000 CAD

About Sport NB:

[Sport New Brunswick](#) (Sport NB) is a non-profit agency dedicated to the development and promotion of amateur sport in New Brunswick. It serves over 70 provincial sport organizations and other groups. Sport NB is currently undergoing a transformation in response to the [Envisioning Sport Project](#) (2022), which describes the tremendous potential for the province to establish itself as a leader in the modernization and enhancement of the sport sector. Desired improvements include, but are not limited to: providing meaningful and comprehensive support for sport leaders and organizations, increased leadership, alignment, and collaboration; increased investment in sport; and increased focus on quality participation among equity-owned populations.

Position Overview:

The Director of Sport Participation and Development will play a pivotal role in leading the strategic and collaborative design, implementation, and direction of inclusive, accessible, and sustainable initiatives that support and assist those responsible for developing and delivering sport programs and increasing participation in sport throughout New Brunswick. This position requires an experienced, dynamic, and versatile leader capable of working in alignment with organizational goals and national standards that will bring about transformational change.

Key Responsibilities:

Strategic Leadership –

- Collaborate with the CEO and other Directors to oversee Sport NB's growth and development, ensuring compliance with its bylaws, policies, and procedures
- Ensure organizational strategies reflect provincial priorities and emerging trends
- Provide guidance, mentorship, and support to staff related to their workplans in accordance with the strategic direction of Sport NB, including government agreements.
- Ensure proper financial oversight of departmental operations
- Conduct regular staff check-ins, performance reviews, and provide regular progress and impact reports
- Adjust strategies based on feedback, research, and emerging best practices
- Attend conferences, meetings, and events related to sport development and participation for educational, networking, and professional development purposes
- Represent Sport NB as a spokesperson on matters related to sport development and participation

Program and Initiative Oversight

- Collaborate with partners in the development and delivery of sport programs that cater to diverse populations, skill levels, and abilities in accordance with best practices and needs in the sport sector.
- Promote physical literacy and access to resources that support increased participation throughout the province (such as sitting on Physical Literacy Committee)



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- Work towards a safe and barrier-free sport experience by leading initiatives that support the following: safe sport, Reconciliation, diversity, equity, inclusion, and accessibility
- Provide support for special projects and events such as Canada Games and the Canada 55+ Games
- Lead and support the coordination of key programs and initiatives including KidSport, She Is Active NB, and Team NB
- Promote equitable access to sport facilities for all communities

Partnerships and Collaboration

- Build strong relationships with and drive collaboration between national, provincial, and local sport organizations; educational institutions; community groups; and other interested, related, and affected parties for the purposes of sport sector alignment, and capacity-building
- Work closely with government agencies and funding bodies to secure resources for child- and youth-focused sport participation and development programming
- Advocate for the interests of provincial sport organizations and alignment with the broader sport system
- Collaborate with other internal Departments to integrate sport participation and development initiatives into broader Sport NB goals and operations

Other duties as assigned.

Qualifications:

Education

- Completed post-secondary degree in sport management, physical education, kinesiology, or other related field
- A Master's degree in a relevant discipline is an asset

Experience

- Minimum five (5) years of leadership or management experience
- Minimum five (5) years experience in sport program and initiative oversight
- Evidence of volunteer work in the sport sector
- Experience working in the non-profit sector

Skills and Competencies

- Propensity for strategic outreach with evidence of an existing network of connections and potential collaborators
- Impeccable communication, interpersonal, and relationship-building skills
- Written and spoken proficiency in both English and French
- Ability to manage multiple projects and priorities effectively
- Demonstrated knowledge of sport policies, safe sport practices and athlete development frameworks/models
- Demonstrated understanding of Reconciliation, equity, diversity, inclusion, and accessibility in sport environments
- Proficiency with Microsoft Office Suite and digital collaboration tools

Access to reliable transportation is a requirement.

In order to apply: submit a resume and cover letter to cheryl.macdonald@sportnb.com. Accepting applications until Friday, December 6th or until the position is filled.