EsportCanada.org
info@esportcanada.org

# National Lead, Community Engagement & Educational Relations (Edu/K-12)

**Organization:** Esports Canada
**Division:** Edu (K-12 Education)
**Location:** Remote (Canada)
**Position Type:** Volunteer
**Reports To:** Chief Executive Officer/Director of Education

### About Esports Canada

Esports Canada is the National Sport Organization for competitive gaming in Canada. Our mandate is to lead, develop, and promote a safe and inclusive esports ecosystem through the implementation of a Long-Term Development (LTD) framework.

From grassroots community play to the high-performance podium, we are committed to establishing national standards for coaching, officiating, and athlete pathways. As the voice for esports both domestically and internationally, Esports Canada works in collaboration with provincial and territorial partners to ensure competitive gaming is accessible, equitable, and excellence-driven for all Canadians.

### The Role

The National Lead, Community Engagement & Educational Relations (Edu/K-12) serves as the primary executive liaison between Esports Canada and the Canadian K-12 educational community. This role builds institutional trust, drives district-level adoption, and advocates for inclusive, safe gaming environments. By engaging school boards, superintendents, educators, parents/guardians, and student leaders, the National Lead embeds scholastic gaming into school culture as a recognized vehicle for community building, social-emotional learning, and youth inclusion. The role welcomes experienced community managers as well as qualified post-secondary student leaders seeking real-world educational governance experience.

## Core Strategic Responsibilities

### 1. Educator & School Board Outreach

- Develop and execute a national outreach strategy targeting school board administrators, superintendents, IT National Leads, and provincial athletic associations.
- Deliver informational briefings and governance presentations detailing the social, academic, and developmental benefits of structured scholastic esports.
- Assist school boards in establishing internal esports policies, club constitutions, and facility standards.

### 2. Parent & Guardian Trust-Building

- Author parent guidebooks, town hall presentations, and FAQ resources addressing screen time, online safety, academic balance, and digital wellness.
- Address parent concerns regarding online toxicity, game content ratings, and privacy through transparent communication and policy education.
- Foster collaborative relationships with parent-teacher associations (PTAs) and school councils across Canadian provinces and territories.

### 3. Provincial & Territorial Member Relations

- Collaborate with provincial and territorial esports organizations (PTSOs) to align K-12 grassroots initiatives with national standards.
- Facilitate bi-monthly educational working groups to share best practices, curriculum integration frameworks, and regional tournament insights.
- Ensure regional representation and equitable program access for rural, indigenous, and underrepresented student communities across Canada.

### 4. Student Advisory & Youth Leadership Panels

- Establish and mentor a National Scholastic Student Advisory Council to incorporate student perspectives into program design, title selection, and community standards.
- Create youth leadership, refereeing, and broadcast media pathways within the K-12 ecosystem.
- Promote equity, diversity, and inclusion (EDI) initiatives that encourage participation among underrepresented genders and demographics in competitive gaming.

### 5. Community Infrastructure & Town Hall Facilitation

- Host regular virtual town halls, educator roundtables, and community feedback sessions to assess ecosystem health and stakeholder needs.
- Oversee online educator community platforms (e.g., Educator Discord channels, forums) ensuring positive, professional dialogue.
- Act as the primary mediator for non-competitive stakeholder inquiries and community feedback.

## Requirements, Qualifications & Student Eligibility

- **Education & Credentials:** Completed post-secondary degree OR active enrollment in an accredited Canadian post-secondary institution (undergraduate, graduate, or teacher-college candidate) in Education, Social Work, Communications, Public Relations, or Community Development.
- **Experience & Demonstrated Leadership:**

    - *Professional Path:* 2+ years in stakeholder engagement, educational administration, or community leadership within Canadian school districts, youth non-profits, or sport organizations.
    - *Post-Secondary Student Path:* Demonstrated experience in post-secondary student government, campus ambassador networks, student association community outreach, or youth mentoring programs.
- **Privacy & Safety Literacy:** Understanding of Canadian youth privacy legislation (PIPEDA, provincial freedom of information and privacy acts), student safeguarding frameworks, and digital citizenship.
- **Stakeholder Facilitation:** Strong interpersonal and presentation skills with confidence engaging educators, parents, and youth leaders.
- **Mentorship & Mentee Readiness:** Ability to support and inspire student advisory panels, with senior executive mentorship provided to post-secondary appointees.

## Process of Review & Selection

1. **Phase 1: Application Review** – Review of resume, cover letter, and background in educational or community engagement leadership.
2. **Phase 2: Virtual Panel Interview** – Scenario-based discussion evaluating stakeholder trust building, parent communication strategies, and provincial alignment.
3. **Phase 3: Appointment** – Shortlisted candidates will be reviewed by the Executive Team, followed by a formal Letter of Offer.

## Application Submission Details

Applications are open from **November 1, 2026** to **November 30, 2026.**

Please submit your resume and a brief cover letter outlining your interest in Education (K-12) esports to **matt.kovacs@esportcanada.org**.