



## JOB DESCRIPTION

<b>POSITION</b>	Coordinator, Content Creator	<b>DEPARTMENT</b>	Marketing & Communications
<b>CLASSIFICATION</b>	Coordinator	<b>PAY RANGE</b>	
<b>REPORTING STRUCTURE</b>			
<b>POSITION REPORTS TO:</b>	Manager, Content Services		
<b>STATUS</b>	Permanent, Full Time		
<b>LOCATION</b>	While we have offices in Calgary, AB, Ottawa, ON and Toronto, ON, candidates from across Canada are invited to apply		

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### POSITION PURPOSE

Reporting directly to the Manager of Content Services, the Content Creator is a specialist who is responsible for developing, creating and executing multimedia content for both web and social. They are well-versed in a variety of content-creation techniques to effectively tell stories and capture moments that are pertinent to Hockey Canada programs and initiatives. This expert-level content creator will develop, edit and produce videos, write web features and curate social media content across Hockey Canada's website and social platforms (e.g. HockeyCanada.ca, Instagram, Facebook, Twitter, LinkedIn, YouTube).

### RESPONSIBILITIES

- Execute digital and social media coverage, including Team Canada, international and domestic events, Member content, development initiatives, Hockey Canada Foundation, etc.
- Lead the development of a monthly newsletter, the Hockey Canada Insider, including sourcing and developing content ideas to support a growth strategy.
- Assist Creative Services in development and design of video and graphic assets to be pushed out through digital and social media platforms in support of the growth and engagement strategies.
- Execute the social and digital media presence for Hockey Canada, which includes brand voice, graphical look and feel, and tone.
- Contributing producer for the Hockey Canada content team; this includes, but is not limited to, written and video: Hockey Canada Community features, Team Canada features, international and domestic event coverage, Hockey Canada Foundation, partners, Members and more.
- Execute hockey and corporate communications via digital and social media.
- Execute sponsorship, marketing, brand, community, corporate communications and human resources content via digital and social media.
- Execute Member engagement, fan engagement and community management on Hockey Canada's social media platforms.
- Provide social media training and education to internal stakeholders and partners, including athletes, team staff, local hockey associations, Member employees, volunteers and event host committees.
- Monitor social media trends, technologies, networks and applications to constantly update and evolve Hockey Canada's comprehensive social media strategy.

### PERFORMANCE MEASURES

- Brand Engagement as measured by article views, videos views, and social media impressions and engagement rate.
- Brand Consistency as measured through positive sentiment, SEO delivery against target and hashtag use.

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## **QUALIFICATIONS**

- 3+ years experience in content development and/or social media for a sports organization.
- Post-secondary education in Journalism, Marketing, New Media or a related field.
- Writing ability with work published in a major publication, notable website or newspaper.
- Experience using content management systems.
- Experience developing content for all forms of social media.
- Experience in graphic design, video production and editing, and the Adobe Creative Cloud would be an asset.
- Experience using ENG cameras.
- Passionate about a career in the sports and entertainment industry.
- Expects highest-quality performance from self and others.
- Strategic thinker and creative storyteller with excellent interpersonal skills.
- High level of poise and professionalism.
- Ability to prioritize workload and solve problems quickly.
- Results-driven with ability to set and deliver on priorities.
- Self-motivated with the ability to work in a team environment.
- Bilingualism (English/French) is an asset.
- Satisfactory Criminal Record Check, including Vulnerable Sector Verification.

## **WORKING CONDITIONS**

- Ability to work staggered hours, evenings and weekends as necessary.
- Travel requirements - will be required to have the ability to travel worldwide.
- Physical demands - minimal (camera lifting, holding mic in media scrums).