



JOB DESCRIPTION

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

POSITION PURPOSE

Reporting directly to the Senior Manager, Content Strategy, this position is the primary writer on staff, responsible for executing on the weekly content schedule for both web and social media. The position will also assist in video projects and graphic design, both in terms of content planning and editing where required.

RESPONSIBILITIES

- Work with the Director, Brand & Community Engagement, the Senior Manager, Content Strategy and Manager, Creative Services to craft a social and digital media presence for Hockey Canada, which includes brand voice, graphical look and feel, and tone.
- Facilitate the content strategy to support the growth of digital and social platforms (including the Hockey Canada Insider).
- Facilitate the content strategy to support the growth and content development for the Hockey Canada Insider (e-newsletter) and other database marketing.
- Develop content plans that support the growth and storytelling strategy for Hockey Canada, including internal stakeholders and their primary initiatives.
- Heavy involvement for news content when Hockey Canada breaking news occurs.
- Heavy involvement for Team Canada during Hockey Canada hosted and non-hosted events; this includes, but is not limited to, team features and game coverage.
- Facilitate social media coverage of Team Canada during Hockey Canada hosted and non-hosted events, including games, practices, community events and press conferences.
- Facilitate hockey and corporate communications via social and digital media.
- Enable Business Development and Marketing in the development and execution of campaigns via social and digital media.
- Produce sponsorship, marketing, brand, community, corporate communications and human resources content via social and digital media.
- Oversee all Member engagement, fan engagement and community management on Hockey Canada's social media platforms.
- Oversee content management for HockeyCanada.ca and ensure the weekly schedule is adhered to.
- Develop a weekly editorial schedule and assign tasks.
- Supervise Content Creators in development of content for both web and social media.
- Manage Team Canada and domestic championship microsites on HockeyCanada.ca (World Juniors, Women's Worlds, National Para Hockey Team, Esso Cup, TELUS Cup, etc.)
- Layout content on HockeyCanada.ca and reorganize when necessary in order to maximize visitor traffic.

PERFORMANCE MEASURES

- Brand Growth as measured by annual total visitors and new visitors to HockeyCanada.ca, and new followers on each Hockey Canada-owned social media platform.
- 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.

QUALIFICATIONS

- 5+ years experience in content development (digital & social) for a sports organization.
- Staff supervisor/management experience.
- 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.
- Extensive experience developing strategy behind, and content for, all forms of social media.
- Experience using content management systems.
- Passionate about a career in the sports and entertainment industry.
- Expects highest-quality performance from self and others.
- Strategic thinker, creative storyteller and 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).