



JOB DESCRIPTION

Please email careers@hockeycanada.ca if you would like a copy of the Job Description in French

POSITION	Senior Manager, Marketing	DEPARTMENT	Marketing & Communications
CLASSIFICATION	Senior Manager	PAY RANGE	
REPORTING STRUCTURE			
POSITION REPORTS TO:	Director, Brand & Community Engagement		
POSITIONS SUPERVISED:	Manager, Marketing; Manager, Marketing Analytics & Reporting		
STATUS	Permanent		
LOCATION	Candidates across Canada invited to apply		

POSITION PURPOSE

Reporting to the Director, Brand and Community Engagement, the Senior Manager, Marketing is highly skilled in collecting and analyzing key metrics and insights and translating them into actionable strategies and impactful initiatives. As the leader of the marketing function and team, the successful candidate will have a proven track record in activating all aspects of the marketing mix. There will be a particular emphasis on digital, social, and database marketing strategy. A strong working knowledge of the current and changing media landscape in Canada will enable the successful candidate to lead priority relationships and build compelling strategic plans with our internal and external stakeholders. They will play a critical role in establishing how to effectively translate marketing initiatives into partnership opportunities to drive commercial impact. They will also work closely with our Member branches to develop campaigns and initiatives that drive participant connection to our game, increase their engagement, and accelerate the growth of hockey in Canada.

RESPONSIBILITIES

- Lead the development of an annual marketing plan to support the growth of the digital, social and database platforms for Hockey Canada, while also working on initiative marketing plans to support internal stakeholders and their programs and initiatives.
- Support the analysis of audience and participant metrics, program evaluations, and other data, to build superior insights that will drive growth, engagement, and retention.
- In collaboration with the business development department, this role will actively contribute to the development of new assets/products that can be deployed to drive fan and/or participant engagement, while supporting incremental commercial revenue opportunities.
- Lead our marketing engagement strategy and plans, with a particular focus on Member branches. This has a highly collaborative accountability, working across multiple functions and geographies.
- Provide Hockey Canada with broad strategic support, across functions, to drive greater synergies and improve the overall effectiveness of our business strategies.
- Turn data into compelling insights that are actionable and relevant, ensuring these insights are addressed through impactful creative ideas and business plans. Maintain a specific focus on the participant segment of the audience, helping to monitor the consumer's perception of the brand and implementing plans to address them (e.g. digital and social advertising, the right occasions focus etc.)
- Leads and manages the marketing team, providing input, guidance and support on execution of marketing-led initiatives. Fosters a team of engaged high performing individuals.

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 platform.
- Program Growth as measured by specific program goals including but not limited to registrations, nominations, entries or submissions, visitors, page views and/or impressions.
- 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

- A self-starter with 7+ years of experience, preferably with a sports organization, who works well in a matrixed organization and across geographies.
- Strong analytic skills, with the ability to analyze data and translate it effectively into clear insights that lead to actionable strategies and successfully executed plans.
- A passionate brand builder, with demonstrated experience in driving fan/participant recruitment and long-term brand affinity.
- A superior understanding of the continuously changing dynamics of youth culture, sports, and entertainment is beneficial in this role.
- Deep understanding of the media landscape including traditional broadcast, digital/social, and emerging platforms. Can develop and amplify content, across all relevant platforms.
- Ability to purchase and manage media across Google and Social media platforms and other media partners.
- Must be results-driven, with the ability to think critically to drive for continuous improvement and improved performance.
- Experience or background building national brands, media/content development, event or entertainment marketing a plus.
- Experience writing effective marketing content, developing proposals and delivering presentations.
- Experience with Content Management & Database Marketing systems and all forms of social media.
- Expects highest quality performance from self and others
- Strategic thinker, creative marketer, 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