



EMPLOYEE POSITION DESCRIPTION

Vision:	Hockey for Life
Mission:	To create positive opportunities and experiences for ALL PLAYERS
Position Title:	Coordinator, Communications
Position Level:	Coordinator
Position Category:	Head Office, Full-Time
Reports To:	Director, Marketing
Supervises:	None
Purpose/Summary:	The Coordinator, Communications is responsible for supporting Hockey Alberta's communications strategy through organizational storytelling, stakeholder engagement, media relations, and integrated communications planning. The role works collaboratively across departments to support events, partnerships, foundation initiatives, member engagement, and brand awareness efforts while ensuring consistent organizational messaging and positive public perception.

RESPONSIBILITIES

Strategic Communication

- Support the development and execution of Hockey Alberta's communications and engagement strategies.
- Ensure organizational messaging aligns with Hockey Alberta's brand, values, and strategic priorities.
- Develop and implement communications plans for community programs and partnership initiatives.
- Collaborate with other departments to ensure alignment and consistency in messaging and branding.

Content Creation

- Craft compelling and engaging content that builds brand awareness, and membership satisfaction.
- Manage and develop content for Hockey Alberta websites, social media accounts, and other digital platforms.
- Coordinate storytelling opportunities surrounding programs, events, partnerships, and member experiences.
- Responsible for creation and delivery of Hockey Alberta e-newsletter.
- Work with different departments to generate new ideas and strategies.



EMPLOYEE POSITION DESCRIPTION

Events, Partnerships & Engagement

- Support communications efforts related to Hockey Alberta events, championships, conferences, and community initiatives.
- Assist with partner servicing through activation support, recognition opportunities, and year-end reporting.
- Support promotional efforts related to merchandise, community initiatives, and organizational campaigns.
- Assist with communications and storytelling initiatives connected to the Hockey Alberta Foundation.
- Help enhance member, participant, and partner engagement through coordinated communication efforts.

Media Relations & Issues Management

- Work with Director, Marketing as a key contact for media inquiries and facilitating interviews.
- Coordinate and draft press releases, statements, and media advisories.
- Interact with media representatives in interviews, press conferences, and at events.
- Monitor and analyze media coverage, social media engagement, and public perception of the organization or events.
- Assist with crisis communications planning and issues management support as required.
- Monitor media coverage and public reactions to crises.

Alberta Hockey Hall of Fame

- Develop compelling content that celebrates inductees, Alberta hockey history, exhibits, events and the stories that have shaped the game.
- Assist in the development and execution of promotional plans and activations that increase awareness, visitation and engagement with the Hall, including digital campaigns, special events, community initiatives and opportunities tied to the annual Induction Gala.
- Coordinate Hall of Fame experiences and partnerships, working with internal teams, sponsors, inductees and community stakeholders to bring activations, programming and promotional opportunities to life while maintaining the Hall's brand and standards.

Other

- Assist with photo and digital asset organization to support organizational communications needs.
- Assist with response management from communications received at the Hockey Alberta general email account.
- Compile monthly reports on website and social media analytics. Monitor monthly and yearly trends.
- Innovate and present new marketing platforms and strategies for website content delivery.
- Identify current trends and insights.



EMPLOYEE POSITION DESCRIPTION

QUALIFICATIONS & KNOWLEDGE

- ✓ University Degree or diploma in Communication, Public Relations, Marketing, Journalism, or a related field.
- ✓ 1-3+ years experience in communications, stakeholder engagement, marketing, or public relations.
- ✓ Strong writing, editing, and organizational skills.
- ✓ An understanding of how the media operates is essential.
- ✓ The ability to pitch stories, handle media inquiries, and build positive relationships with stakeholders.
- ✓ The ability to craft clear and compelling messages tailored to different audiences and platforms.
- ✓ Experience supporting events, partnerships, sponsorship activations, or community engagement initiatives is considered an asset.
- ✓ Knowledge of marketing trends, social media platforms, and content creation tools.
- ✓ Adept at using various digital tools to enhance the organization's online presence.
- ✓ Knowledge and experience in areas of office administration, and other related disciplines such as Microsoft Office and internet tools/ web applications is an asset.
- ✓ Ability to work under pressure and prioritize accordingly and/or multi-task to meet various deadlines.
- ✓ Ability to be work independently and dependently with staff and volunteers.
- ✓ Understanding of the sport of hockey and the business of sport and not-for-profits is an asset.
- ✓ Ability to work evenings and weekends as required.

What We Offer

- Based on Hockey Alberta's Compensation Policy, the salary range for this position is \$52,500 - \$72,000 (relative to the successful applicant's education, skills, and experience).
- Upon completion of the first six-months of employment, you'll be enrolled in Hockey Alberta's comprehensive benefits plan.
- Two weeks vacation annually, with incremental increases based on years of service as per Hockey Alberta's Time Off Policy.
- Hockey Alberta offers a flexible work environment.
- Professional development opportunities to enhance individual skills and knowledge.
- Upon completion of two full years of employment, you'll be eligible to participate in Hockey Alberta's RRSP plan with matching contributions from Hockey Alberta as per the Staff Benefits Plan.

Hockey Alberta is an equal opportunity employer. We are committed to creating an inclusive and diverse environment that provides opportunities for all.

About Hockey Alberta

Hockey Alberta is the Provincial Sports Organization and governing body for organized amateur hockey in the Province of Alberta, encouraging competition on both a competitive and recreational level for those who enjoy hockey for the sportsmanship, skill, and enjoyment it can provide. For more information on Hockey Alberta, please visit our website. hockeyalberta.ca/about-hockey-alberta/



EMPLOYEE POSITION DESCRIPTION

To Apply

Please submit your resume and cover letter via email by October 15, 2026, to:

Hockey Alberta

Attention: Alyson Chambers, Director, Marketing

Email: jobs@hockeyalberta.ca