

Job Title: Coordinator, Creative Services
Job Type: Full-Time
Location: Head Office, Red Deer, AB
Reports To: Senior Manager, Marketing
Supervises: None
Application Deadline: July 31, 2026



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Hockey Alberta is seeking a creative, detail-oriented designer to join our team. The Coordinator, Creative Services is responsible for developing engaging visual content that strengthens and protects the Hockey Alberta brand across all platforms. This role will support marketing campaigns, events, elite hockey programs, partnerships, the Alberta Hockey Hall of Fame, the Hockey Alberta Foundation, merchandise, and organizational initiatives through high-quality graphic design and creative execution. Working as part of the Partnerships and Marketing team and through collaboration with internal departments, the successful candidate will bring ideas to life while ensuring every piece of creative reflects Hockey Alberta's brand standards and visual identity.

Key areas of responsibility include:

Creative Services

- Create a consistent brand identity with logos, colour palettes, and typography.
- Design digital and print marketing materials for Hockey Alberta programs, events, championships and initiatives.
- Create graphics for social media, websites, email marketing, presentations and digital advertising.
- Design event collateral including signage, banners, credentials, wayfinding, backdrops, programs and promotional materials.
- Develop merchandise concepts and apparel graphics for internal initiatives and retail opportunities.
- Produce sponsor recognition materials and partnership activation assets.
- Prepare production-ready artwork for printers, vendors and manufacturers.
- Adapt creative assets across multiple sizes, formats and platforms.
- Act as the primary responsible for creative services supporting all visual communications needs across the organization.

Marketing & Brand Management

- Brand development and marketing of the Hockey Alberta & Hockey Alberta Foundation primary marks, in addition to ensuring a consistent brand look, feel and voice in all assets.
- Increase brand recognition by creating a strong, consistent brand identity across all channels to raise awareness of Hockey Alberta's programs, values, and events among a wider audience of players, parents, and fans.
- Boost engagement and loyalty by developing compelling digital content, social media campaigns, and fan experiences that grow a passionate community and keep participants and supporters connected to the organization.
- Work closely with all business units within Hockey Alberta to implement the marketing and promotional strategy of the business pertaining to brand identity.
- Ensure that the Hockey Alberta brand is enforced when used in all capacities internally and externally.
- Ensure that Hockey Alberta graphic standards guidelines are updated, circulated, utilized, and enforced in graphic design projects, internally and with external partners.
- Maintain organized creative files, templates and brand assets.

Hockey Alberta & Hockey Alberta Foundation Events

- Create promotional materials by way of designing posters, flyers, and digital graphics to advertise upcoming events and drive engagement.

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- Provide onsite visual representation by creating banners, signage, and displays that enhance the event atmosphere and reinforce the Hockey Alberta brand.
- Produce graphics during events for social media and future promotional use.
- Oversee brand management of events.

Creative Collaboration

- Work closely with Marketing Coordinators and internal departments to understand project objectives and timelines.
- Participate in creative brainstorming and campaign development.
- Coordinate revisions and manage multiple projects simultaneously while meeting deadlines.
- Liaise with external creative agencies, printers and production vendors as required.

Photography & Visual Assets

- Maintain Hockey Alberta's digital asset library.
- Source photography and visual elements for marketing initiatives.
- Perform basic photo editing and image optimization.

Qualifications and Attributes:

- ✓ 1-3+ years experience in Graphic Design, Visual Communications, Digital Media or a related field, or equivalent combination of education and experience.
- ✓ Experience with Adobe Creative Cloud, particularly Illustrator, Photoshop and InDesign.
- ✓ Strong understanding of layout, typography, colour theory and visual hierarchy.
- ✓ Ability to design for both digital and print production.
- ✓ Excellent attention to detail and commitment to producing polished, professional work.
- ✓ Ability to accept feedback and work collaboratively in a fast-paced environment.
- ✓ Understanding of branding and visual identity systems.
- ✓ Experience designing for sports, events or nonprofit organizations, considered an asset.
- ✓ Basic motion graphics or animation experience (After Effects), considered an asset.
- ✓ Photography or videography experience, considered 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.
- ✓ Ability to work evenings and weekends as required.
- ✓ While experience is important, greater consideration will be given to applicants who can demonstrate exceptional skills, creativity, and quality of work through a strong portfolio.

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.

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- 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/

To Apply

Candidates are encouraged to include a portfolio showcasing relevant projects, work samples and accomplishments with their application.

Please submit your resume, cover letter, and portfolio (if applicable) via email by July 31, 2026, to:

Hockey Alberta

Attention: Alyson Chambers, Senior Manager, Marketing

Email: jobs@hockeyalberta.ca

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