



Director, Digital Marketing & Partner Activation

Location: Winnipeg, Manitoba

Position Summary

Hockey Manitoba is seeking a strategic, hands-on, and digitally fluent leader to oversee the organization's communications, digital engagement, content execution, and partner activation activities during a period of significant organizational growth and modernization.

Reporting directly to the Chief Executive Officer, the Director, Digital Marketing & Partner Activation is responsible for leading Hockey Manitoba's digital presence, audience engagement strategies, content systems, and partner integration across all organizational platforms and initiatives. This role serves as the organization's lead communications and digital engagement position and plays a key role in ensuring Hockey Manitoba delivers a consistent, professional, modern, and community-focused presence across web, social media, email, events, and stakeholder communications.

The successful candidate must be equally comfortable contributing strategically and executing tactically in a fast-moving environment. This is not a traditional communications-only role. The position requires a highly capable digital operator who can manage platforms, execute campaigns, coordinate vendors, support organizational communications, and deliver measurable audience engagement and partner value.

Key Responsibilities

Digital Marketing & Content Execution

- Lead Hockey Manitoba's day-to-day digital marketing and content execution across:
 - Website
 - Social media platforms
 - Email marketing
 - SMS communications
 - Digital campaigns
- Build and manage integrated content calendars aligned with organizational priorities and seasonal programming.
- Develop, schedule, publish, and monitor digital content across all Hockey Manitoba platforms.
- Support storytelling initiatives highlighting athletes, coaches, officials, volunteers, communities, and partners.
- Monitor digital trends and recommend improvements to audience engagement and platform performance.

Partner Activation & Commercial Support

- Support the activation and delivery of Hockey Manitoba partnership and sponsorship agreements across digital and event environments.

- Coordinate partner visibility and branded integration across:
 - Website
 - Social platforms
 - Email / SMS campaigns
 - Digital storytelling
 - Events and championships
- Ensure sponsor deliverables are executed consistently and professionally.
- Assist with partner reporting, campaign tracking, and activation measurement.
- Work collaboratively with the CEO on commercial initiatives and organizational growth strategies.

Commercial Activation Experience

Experience supporting partner and sponsorship fulfillment, branded content integration, or commercial partner activation is strongly preferred. Success in this role will be measured through audience engagement growth, digital performance metrics, partner fulfillment quality, communities feedback and organizational communication effectiveness.

Organizational Communications & Stakeholder Engagement

- Support organizational communications related to governance modernization, operational initiatives, provincial programs, and stakeholder engagement.
- Assist in maintaining consistent organizational messaging and communication standards across Hockey Manitoba platforms and stakeholder groups.
- Support communication planning related to major initiatives, operational changes, member education, and provincial announcements.
- Work collaboratively with organizational leadership to support effective communication during periods of organizational transition and growth.

Website & Digital Platform Coordination

- Coordinate ongoing website updates, content management, and digital user experience improvements.
- Assist in the implementation and ongoing management of Hockey Manitoba's website redevelopment project.
- Work with external vendors and developers as required to support digital platform functionality and improvements.
- Ensure digital platforms remain mobile-friendly, current, accessible, and easy for members to navigate.

Creative & Brand Management

- Support the development and consistency of Hockey Manitoba's visual identity and brand presence.
- Coordinate design, photography, video, and creative content projects.
- Assist with campaign development, promotional materials, and organizational marketing initiatives.
- Ensure consistency of messaging, tone, and presentation across all communications and platforms.
- Support the development of a consistent and trusted Hockey Manitoba brand experience across all digital and stakeholder touchpoints.

Analytics, Reporting & Optimization

- Monitor and report on website, social media, email, and campaign performance metrics.
- Use analytics and audience insights to improve content performance and engagement.
- Support data collection and reporting related to partner activation and organizational marketing objectives.
- Coordinate with internal departments and operational leadership to ensure alignment between communications, programming, events, and partner initiatives.



Qualifications & Experience

- Post-secondary education in marketing, communications, digital media, business, public relations, or related field.
- Minimum 7 years of progressive experience in digital marketing, communications, content development, or related roles.
- Demonstrated experience managing digital marketing platforms and tools including:
 - WordPress or comparable website CMS platforms
 - Hootsuite / Meta Business Suite or comparable social media management tools
 - MailChimp or comparable Email & SMS marketing platforms
 - Canva, Adobe Express, or similar creative design platforms
 - Google Analytics / GA4 and digital reporting tools
 - Asana, Monday.com, MS project or other project management tools
- The successful candidate **must** be comfortable independently executing work directly within these platforms rather than solely coordinating external vendors or agencies.
- Strong understanding of digital storytelling, audience engagement, and content strategy.
- Experience coordinating external vendors, creative partners, or agencies.
- Demonstrated ability to independently execute digital marketing and communications tasks without reliance on large external agency support.
- Excellent writing, communication, and organizational skills.
- Strong ability to manage multiple priorities in a fast-paced environment.
- Experience in sport, nonprofit, membership-based, or community organizations is considered an asset.

Ideal Candidate Profile

The ideal candidate is:

- Strategic but highly execution-focused
- Digitally fluent and comfortable working directly within modern marketing and communications platforms
- Organized, adaptable, and capable of managing multiple priorities simultaneously
- Comfortable operating in a fast-moving and evolving organizational environment
- Comfortable operating with a high degree of autonomy and accountability
- Collaborative and solutions-oriented while capable of working independently
- Passionate about community sport, storytelling, stakeholder engagement, and audience growth

Role Expectations & Operating Environment

- Some evening and weekend work will be required during events, championships, and organizational activities.
- Provincial travel may be required periodically to support events, storytelling, and organizational initiatives.
- This role requires a regular in-office presence while supporting a collaborative and fast-paced team environment.

About Hockey Manitoba

Hockey Manitoba is the governing body for amateur hockey in Manitoba and is responsible for supporting and developing hockey across the province.

Through programming, events, player and coach development, officiating, community initiatives, and provincial championships, Hockey Manitoba serves thousands of participants, families, volunteers, and communities annually. Hockey Manitoba is currently evolving its digital platforms, commercial partnerships, communications systems, and member engagement strategies to better support the future growth of the game across Manitoba.

