MANAGER, MARKETING & PROMOTIONS
(Maternity Leave)

HA VISION: Hockey For Life

HA MISSION: To create positive opportunities and experiences FOR ALL PLAYERS through innovative leadership and exceptional service.

REPORTS TO: Senior Manager, Business Operations

SUPERVISES: Coordinator, Business Operations

PURPOSE/SUMMARY STATEMENT: The Manager, Marketing & Promotions position plays a significant role in the pursuit of the vision and mission of Hockey Alberta. This position focuses on the creation and execution of Hockey Alberta’s Marketing, Promotion and Events plan. This will include creating a deliberate marketing and promotions strategy, event planning and execution, sponsor servicing and all areas that are aimed at growing and advancing the game of hockey in Alberta. This position will lead and support Hockey Alberta staff to manage and execute programs and events including all logistics from start to finish.

AREAS OF FOCUS:

Marketing Strategy
- Create a comprehensive marketing and promotional strategy that will encourage growth in the game of hockey while enhancing the image of Hockey Alberta.
- Work closely with all business units within Hockey Alberta to implement the marketing and promotional strategy acting as the conscience of the business pertaining to brand identity.
- Work with the management team to review and evaluate the feasibility of short term and long-range programs and projects within all business units at Hockey Alberta.
- Monitor and evaluate Hockey Alberta’s marketing activities and efforts, establishing performance measures to ensure initiatives are on-brand and are the most effective use of human and financial resources.

Promotional Plan
- Create and execute strategies using promotional tools required to support the recruitment of new players, coaches and officials, along with the retention of existing members.
- Identify where new or revised marketing or communications tools are required.
- Work closely with Communications staff to implement the promotional messaging.
- Ensure that the Hockey Alberta brand is enforced when used in all capacities internally and externally.

Event Management
- Lead the management and execution of HA events through staff committees including but not limited to:
  - AHHF Awards Gala
  - Alberta Hockey Day
- Support to the following events with other business units:
  - HAF: HAF Golf Classic, EKEC Speaker Series, Glencross Roughstock Rodeo, EKEC Rinks to Links
Team Alberta: Alberta Cup, Alberta Challenge, Peewee Prospects
Hockey Operations: Hockey Alberta Provincials, National/Regional Events, AGM, Members Meetings
Development: Coach Conferences

AGLC
- Lead the application and management of future Alberta Gaming & Liquor Commission (AGLC) casino application including planning, execution, reporting and compliance.

Grants
- Seek out and apply for grants relevant to Hockey Alberta marketing and promotional opportunities in alignment with the strategy.
  - Lead on the management of the Every Kid Every Community grant program. With the Committee, review grants quarterly and determine eligible recipients.

Communications
- Coordinate with Hockey Alberta Communications staff to ensure the promotions, events, programs and announcements are promoted through the Hockey Alberta website, social and other media outlets where applicable in a timely manner.
- Coordinate with the Hockey Alberta Communications staff on the creation of the agreed upon publications and print media tools relative to promotions, events and programming.
- Along with Communications, monitor the competitive environment including websites, social media marketing activities and tactics, trade shows, etc.

Sponsors & Servicing
- Create and implement the marketing and promotional strategy that positions Hockey Alberta positively in the marketplace for sponsor recruitment and retention.
- Lead the delivery of sponsorship related initiatives and efforts including the opportunities presented in the new Hockey Alberta Provincial Training Centre.
- Review existing sponsor agreements, communicate with respective areas to ensure terms are followed and support as required.
- Maintain sponsorship database – existing and potential.
- Execute sponsorship servicing in all areas of Hockey Alberta. Recommend any value adds deemed a good fit relative to existing relationship.
- Create annual reports for each of the premier and category sponsors.

Alberta Hockey Hall of Fame
- Alberta Hockey Hall of Fame
  - Support HAF on maintenance and annual update of AHHF Gallery.
  - Act as liaison between AHHF inductees and staff member at the ASHOFM.
  - Support the AHHF selection committee to ensure selection remains in line with the goals of the committee from an events perspective.
- Other duties as required
QUALIFICATIONS & KNOWLEDGE

• A post-secondary degree or diploma in Marketing, Public Relations, Communications, Sport Administration, Recreation, Business or a relevant field or relative work experience equivalent.
• 4-5 years’ experience in a professional office setting.
• Knowledge & experience in areas of office administration or other related discipline, including Outlook Microsoft Word, Excel & PowerPoint, graphic design programs and internet tools/web applications is an asset.
• Exceptional communication and organizational skills are essential to work in this busy “Team” environment.
• Ability to lead, communicate professionally and build relationships with volunteers, sponsors and clients.
• Strong interpersonal skills to positively and diplomatically interact with volunteers, members, sponsors, media, staff and the public.
• Ability to work under pressure and prioritize accordingly and/or multi-task to meet various deadlines.
• Ability to work independently and dependently with staff and volunteers.
• Ability to be creative, facilitate change, develop and implement yearly budgets and respect policies and procedures.
• Understanding of the sport of hockey and the business of sport and not-for-profit is an asset.