



Director Marketing, Brand & Experience

We are PLAY Hockey. Hockey is our passion, and we love helping young players reach their full potential. Our veteran team of professionals delivers camps, clinics, leagues, teams, tournaments, and international tours to markets across North America. We strive to make a difference every day, act with integrity, and always love the game.

The Director of Marketing, Brand & Experience will report to the VP Marketing, Brand & Corporate Development and will work alongside the marketing team and other pillars of the organization to ensure market and product position is in alignment with efforts at large, and that corporate brand standards prevail.

The role will be responsible for representing and supporting the Play Hockey brand, while working collaboratively with all members of the Sales and Marketing team (brand, growth, product) to grow revenue and experience for Play Hockey. In addition, execution of day-to-day marketing functions such as writing content, using website interfaces, social media platforms and developing/organizing content calendars. This role will work onsite at our Winnipeg based Headquarters.

Responsibilities.

- Increase the visibility and profile of the network of PLAY Hockey brands.
- Create and implement a strategy for recognizing participants, sharing successes and storytelling of experiences that is consistent at each event.
- Responsible for managing all existing and future social media assets.
- Provide direction and strategy to grow the audience and engagement of brands.
- Host/create engaging content around the PLAY Hockey brands, tournaments, teams, community and corporate partners for social media, website, etc.
- Assist/lead the creation, development, and execution of visual media products for the network of PLAY Hockey brands.
- Provide written content about events happening to post on website/social media at the direction of the Vice President of Brand & Corporate Development.
- Work with the marketing team and contractors to coordinate coverage of PLAY Hockey events.
- Actively run/update PLAY Hockey brands social media channels and assist with brand websites when required.
- Work to ensure the highest standards of organizational branding are achieved.
- Create and manage all content strategies and execution for strategic projects.
- Assess and launch new platforms for digital or social engagement that fit the Play Hockey brand (incubation, test and learn).
- Responsible for the on-premise experiences at events.
- Evaluate on premise opportunities to enhance guest experience at events.
- Support establishing community partnerships.
- Bring the Company's vision, mission, and goals to life internally and with customers.
- Supporting the guest customer journey on premise and online.
- Willing to travel to multiple events per year.
- Other duties and tasks as assigned by Management.



Qualifications

- Minimum of five years of industry experience.
- Degree in communications or relevant field.
- Event operations experience considered an asset.
- Professional phone, email and interpersonal skills are essential.
- Excellent presentation skills with high energy and the ability to work with others.
- Very strong organizational skills to stay on task and effectively manage competing demands towards successful and timely completion of projects.
- Excellence in writing and grammar.

Play Hockey offers a competitive compensation package, benefits program, hybrid work environment (office and home), and a fun yet challenging work environment. We promote continuous improvement in our staff, processes, skills, and foster career growth throughout. Please apply online or submit your resume and cover letter to: **careers@playhockey.com**