



Manager, 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 deliver 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.

Reporting to the Vice President of Marketing, Brand & Corporate Development, the Manager, Brand & Experience will play a crucial role in the development and execution of effective product, brand, and overall communication strategies at PLAY Hockey events. The position will collaborate with other cross functional teams within the organization and ensure all Marketing objectives of each event on site are achieved.

Responsibilities

- Create virtual connections using social media, video conference, email and mobile business tools.
- Create and manage an Event plan for all PLAY Hockey events.
- Execute event plans for all PLAY Hockey events including all experiences.
- Maintain relationships with internal clients by providing support, information, and guidance including researching and recommending new opportunities.
- Brainstorm and implement event plans and concepts around data capture.
- Handle budgeting and invoicing for the event where applicable and as approved by the VP of Marketing, Brand & Corporate Development.
- Support any on-site activations for the Marketing team including sponsorship, data capture, retail programs and enhanced experiences.
- Development, in collaboration with the Marketing Manager, of monthly strategy calendars. This includes support of event experiences, social content, events, branding initiatives, retail and corporate promotions.
- Handling all logistics for Marketing on site.
- Event set up including accountability for executing all on-site branding at PLAY Hockey events.
- Execute and bring to life all sponsorship programs.
- Updating senior management and all stakeholders of the Event
- Create and disseminate pre and post-event reports with recommendations on how to enhance the overall brand and experience of PLAY Hockey events and retain guests.
- Work with VP of Marketing to oversee corporate branded apparel and on-site apparel needs.
- Liaising and negotiating with vendors as required.
- Use of social media tools (Twitter, Instagram, LinkedIn, Facebook, etc.)
- Travel will be required from time to time.

Qualifications:

- University Degree or College Diploma. Degree or relevant field is preferred
- Combination of experience and educational background in event production
- Very strong organizational skills to stay on task and effectively manage competing demands towards successful and timely completion of projects.

PLAY

HOCKEY

- Superior attention to detail
- Excellent communication and listening skills
- Excellent time management skills
- Demonstrate a passion for continuous learning and improvement
- Passion for hockey and knowledge of other sports is considered an asset.
- Location: Winnipeg, MB

Play Hockey offers a competitive compensation package, benefits program, and hybrid work environment. Our state-of-the-art office includes amenities such as gym, professional Pickleball court, free parking, and much more.

Play Hockey promotes continuous improvement in our staff, processes, skills, and fosters career growth throughout.

Please apply online or submit your resume to: careers@playhockey.com