



Specialist, Digital Media & Content

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, the Specialist, Digital Media and Content is an integral part of the Marketing Department. This individual will be comfortable with day-to-day marketing activities, support brand awareness and be responsible to tell the story of the PLAY experience via all brand and communication assets. The successful individual will thrive under tight deadlines and changing needs.

Responsibilities:

- The design, creation, development, and execution of visual media products for PLAY Hockey teams and events, including shooting, editing, and formatting video, creation of still, animation graphics and other visual media elements.
- Provide content for use on playhockey.com and social media channels.
- Create and deliver visual media corporate sponsorship activation requirements for PLAY Hockey teams and events on social media channels and other assets, as assigned.
- Work with PLAY Hockey personnel to execute video shoots as required (interviews, player profiles and special events).
- Support logo development and visual brand integration.
- Support creative of website and all digital platforms.
- Ensure the highest standards of team, event and organizational branding are achieved.
- Work as a positive contributor to a creative team in a high-paced event driven environment.
- Execute social media strategies on applicable social mediums including capturing content and creating content.
- Create internal proposal presentations for sponsorship and internal items
- Provide support for all areas of sales within the business including but not limited to hockey sales, event sales, inside sales.
- Understand of the role technology plays in customer and partnership experience.
- Prioritize competing demands in a diverse and evolving environment, independently managing deadlines and corresponding workload.
- Travel to events will be required from time to time.

Qualifications:

- University Degree or College Diploma. Degree in film, media or relevant field is preferred
- Combination of experience and educational background in video, graphic and event production
- Video skills required; strong understanding for shooting, editing, and overall video production including motion graphics and design experience
- Extensive knowledge of Adobe Creative Suite
- Extensive knowledge of Adobe After Effects with understanding of 2D and 3D graphics
- Very strong organizational skills to stay on task and effectively manage competing demands towards successful and timely completion of projects.
- 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