



Manager, Communications and Marketing Ontario Hockey Federation

The Ontario Hockey Federation (OHF) is a governing body for amateur hockey in Ontario and is the largest member Branch of Hockey Canada. In cooperation with its seven (7) Members, the organization oversees the management of hockey programs from entry level to high performance. Further information about the OHF can be obtained through its website at www.ohf.on.ca.

The OHF is inviting applications for **Manager, Communications & Marketing**. This position will involve work with other staff, volunteers, Hockey Canada and the Members. The position will be located at the OHF Office in Cambridge, Ontario. The salary range for this position is \$40,000 - \$63,000 per year plus benefits.

Objectives of this role

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments;
- Lead the execution of marketing programs from start to finish, leveraging internal/external support and driving collaboration;
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies; and
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.

Key Responsibilities

Shall be responsible for:

- Develop understanding of the OHF Strategic direction to manage and modernize the OHF Brand by developing and implementing a communication plan;
- Develops content and directs creative execution to provide a consistent, targeted and impactful messaging;
- Develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets;
- Directs external professional services in the creation and production of digital content within project timelines;
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets;
- Gather market insights to inform outreach strategies;
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly;
- Manage internal and external owned media to deliver on communication and marketing strategies;
- Innovate and create the internal communications and OHF Intranet strategy;
- Build and maintain solid partnerships within the hockey ecosystem to deliver and create content for approved publications, media releases and bulletins;
- Liaise with press and media (i.e. Press Conference, Releases, Requests, Media Attendance etc.); and
- Other duties or tasks as assigned from time to time by the Operations Director.

Qualifications and Experience

The successful candidate for the position of Manager, Communications and Marketing Technology shall possess the following:

- Experience within a volunteer-based sport organization and postgraduate education in Communications, Business or Sport Administration;
- Strong Interpersonal, Communication and Presentation Skills (written and verbal);
- Strong Computer skills and significant experience with Microsoft Office, Website Maintenance, and Adobe Creative Suite (asset);
- Strong project management skills, multi-tasking and self-motivation;
- Ability to work both independently and in a team environment;
- Working knowledge of market research, surveys, and data analytics; and
- Experience with Customer Relationship Management software (asset).

Qualified applicants are invited to submit their resume and other information **by 4:00pm on Friday, April 14, 2023** to:

Email: jobs@ohf.on.ca

Ontario Hockey Federation (OHF)

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