



JOB DESCRIPTION

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| POSITION CLASSIFICATION | Manager, Corporate Communications Manager | DEPARTMENT | Marketing & Communications |
| REPORTING STRUCTURE | POSITION REPORTS TO: Director, Communications | | |
| STATUS | Permanent | | |
| LOCATION | Calgary | | |

POSITION PURPOSE

Working closely with the Communications team comprised of a director and two managers, the Marketing & Communications team, Hockey Canada's departments and 13 Members, this position works on day-to-day corporate communications activities for Hockey Canada - from national corporate initiatives to growing the game at the grassroots level. The Manager of Corporate Communications will play a proactive role in the development and execution of strategies, content and media engagement planning to enhance and grow Hockey Canada's brand for all stakeholders and help drive participation in the game from coast to coast to coast, as measured through earned media, sentiment tracking, social media listening and engagement, and in coordination with Hockey Canada broadcast partners.

ESSENTIAL FUNCTIONS & BASIC DUTIES

- Develop and execute an integrated annual communications plan to demonstrate Hockey Canada's brand promise and help to achieve strategic priorities.
- Proactively prepare or assist in creation of corporate and brand messaging - internal and external communication for programming, events, revenue targets and strategic messaging to enhance Hockey Canada's reputation and improve overall business performance.
- Supports the Brand & Community Engagement team in broadening the reach of owned content and driving the narrative of hockey within new audiences by leveraging media relationships.
- Use Hockey Canada-owned vehicles to tell its story in a timely and captivating way.
- Develop and execute a proactive internal communications plan with Hockey Canada staff, the Board of Directors and 13 Members.
- Cultivate engaging and positive relationships with local, regional and national media to shape the narrative of hockey in Canada.
- Lead communications for major stakeholder events, including, but not limited to the Hockey Canada Foundation Gala & Golf, Hockey Canada Foundation Assist Fund and Hockey Canada Community program.
- Plan and execute press conferences.
- Draft and edit media materials, including but not limited to news releases, media advisories, messaging briefs, etc.
- Coordinate interview requests and prepare leaders with key messaging.
- Monitor media coverage for story trends and reputational impacts, both positive and negative.
- Assist with media training of staff.
- Work with staff, volunteers and committees to develop integrated communication plans and campaigns for corporate events, task teams and more to maximize awareness of products, services and key organizational calendar activities.
- Assist with production and distribution of materials to media, Members and staff.

- Update job knowledge by participating in conferences and educational opportunities, reading professional publications, maintaining personal networks and participating in professional organizations.
- Enhance department and organization reputation by accepting ownership for accomplishing new and different requests, and exploring opportunities to add value to job accomplishments.
- Assist with domestic and international events, as well as Hockey Canada's national teams, as required.
- Other duties as assigned.

HOCKEY CANADA COMPETENCIES

- Establish awareness of how role contributes to the organization and seek to understand other departments.
- Take personal responsibility for quality and timeliness of work and professional presence, and achieve results with little oversight.
- Promote cooperation and commitment within a team to achieve goals and objectives.
- Use a broad range of communication techniques effectively to communicate to varying audiences in a variety of situations.
- Adapt to changing needs, conditions and work responsibilities.
- Make timely, informed decisions that take into account the facts, goals, constraints and risks.
- Focus on results and desired outcomes and how best to achieve them.
- Follow fiscal guidelines, regulations, principles and standards when committing fiscal resources or processing financial transactions.
- Display an ongoing commitment to learning and self-improvement.

PERFORMANCE MEASURES

- Level of passion, drive and ambition, as well as standards of quality, commitment and expertise which are consistent with the culture of Hockey Canada.
- Personal characteristics and nature in the office are a match with the culture of Hockey Canada.
- Ability to work solitarily or remotely with appropriate independence and right amount of team reliance and collaboration.
- Delivery and execution against annual communications plan, including on-time delivery of communication requests and increased earned media.
- Brand Growth, as measured by annual earned media on brand messages, business initiatives and corporate programs.
- Brand Engagement, as measured by follow-up requests on media stories, additional interviews around key topics, mainstream media and social media impressions on business communications.
- Brand Consistency, as measured through positive sentiment.

QUALIFICATIONS

- Undergraduate degree in Journalism, Communications or Public Relations, or related experience.
- Minimum of five years of experience in brand communications.
- Assertive self-starter with good time-management skills.
- Motivated, self-disciplined, personable and enthusiastic.
- Previous managerial experience.
- Excellent written and verbal skills.
- Strong social media awareness.
- Media training and crisis communication experience an asset.
- High level of integrity in dealing with all stakeholders.
- Comfortable working in a fast-paced environment.
- Strong leadership skills with the ability to work as a team player and enjoy a team environment.

- Excellent interpersonal skills; promotes cooperation and commitment within a team to achieve goals and objectives.
- Demonstrated communication skills; ability to use a broad range of techniques to effectively communicate to varying audiences in a variety of situations.
- Exceptional organizational and time-management skills; ability to balance conflicting priorities in order to manage workflow, ensure the completion of essential projects and meet deadlines.
- High level of integrity; earns trust and respect through consistent honesty and professionalism.
- Demonstrated high level of proficiency in Microsoft programs, and ability to quickly adapt to new technology and easily acquire new technical skills.
- Bilingualism (English/French) is considered an asset.

WORKING CONDITIONS

- Ability to work staggered hours, evenings and weekends as necessary.
- National travel required - average of 30 days annually.
- Expect to be reachable if needed at various times for specific duty.

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