



Manager, Membership and Community Engagement

Hockey Regina

Hockey Regina Incorporated (HRI) was formed in 1997 and is the governing body for all minor hockey in Regina, from U7 through U18. In 2023-24, HRI had approximately 2,400 players on 157 teams throughout 24 divisions/tiers. HRI teams used over 11,000 hours of ice at 13 indoor facilities in Regina, scheduling over 2,300 games and 4,000 practices throughout the winter and hosting 10 tournaments.

Hockey Regina is searching for a relationship, engagement and communication focused individual who is passionate about the game of hockey, for a two-year term, with potential for permanent placement, to advance the organization's Membership & Community Engagement portfolio. Reporting to the Executive Director, this individual will have the exciting opportunity to craft the experience of the organization and hockey in our community for our membership. Key pieces of this portfolio will be creating and maintaining partnerships, developing sponsorships, event management and experience, communications and brand strategy, social media and website management, and apparel, merchandise, awards & recognition for both membership and the broader community. This role will provide our membership and community visibility, accessibility, and transparency to the organization.

Member Engagement, Communications & Brand

- Build and deliver communication plans around major events, initiatives, and peak times of the year such as registration, coach selection, evaluations & team formation, player development, division programming, tournaments, member events, playoffs, and the AGM.
- Design and execute integrated communications including digital, social media and event based.
- Create and ensure consistency in brand guidelines and use of branded content.
- Build and deliver a member engagement strategy to establish consistent assessment and understanding of membership experience and direction as well as capture event or issue-based input utilizing a variety of tactics (emails, surveys, newsletters, focus groups, etc.). Provide recommendations based on engagement to inform future direction and programming.
- Speak on behalf of Hockey Regina at tournaments, member events, and other occasions.
- Create and manage branded member utilized content that supports hockey operations (registration forms, manager/treasurer information packages, coaching applications etc.)

Community Partnerships & Sponsorship

- Develop and manage a comprehensive sponsorship strategy to maximize sponsorship revenue and member experience that reflects Hockey Regina's brand.
- Develop and manage a comprehensive community partnership strategy to maximize the organization's impact in our community.
- Seek out partners and opportunities to advance off-ice programming initiatives.
- Build and manage relationships with community sponsors and partners.
- Monitor and/or execute sponsor and partnership contract terms across all mediums, assets and delivery mechanisms.

Tournaments & Member Events

- Oversee and participate in the planning and execution of the organization's annual tournaments.
- Develop and execute strategy to ensure exceptional experiences at events and efficiency and effectiveness in planning and delivery of events.
- Work with volunteer committees to support planning and delivery of tournaments and other events.
- Plan and support delivery of key member events such as manager/treasurer meetings, holiday celebrations, volunteer recognition, and the Annual General Meeting.



- Ensure compliance and governance at all events with regulating bodies such as Hockey Saskatchewan and Saskatchewan Liquor & Gaming Authority.
- Order and manage inventory of awards, swag, clothing, and recognition to support events and member engagement.
- Book required event spaces for official clinics, manager/treasurer meetings, coach's meetings, and other member events.
- Participate in planning and delivery with organization stakeholders in hockey related special events, for example NHL games or Hockey Canada events hosted in Regina.

General

- Present various strategies (communication, engagement, brand, event, apparel, sponsorship, partnership) to the Executive Director, Board of Directors and Stakeholders.
- Responsible for the review, updating and maintenance of the organization's website.
- Liaison with team officials and others to support website use.
- Deliver or coordinate the delivery of speeches, awards, and presentations.
- Attend Board of Directors meetings as required.
- Assist with office operations and administration where necessary.
- Accountable for developing an impactful and fiscally responsible engagement budget and events budgets.
- Participate in the organization's budget, forecast, variance and audit functions.

Requirements

- Relevant degree, diploma or other education and certifications in Communications, Marketing, Sports Administration, Business Administration, Public Relations or related discipline
- 3 + years of experience developing, implementing and measuring marketing, engagement and communications
- Strong written communication and presentation skills
- Demonstrated relationship building skills with internal and external stakeholders
- Experience developing and managing budgets and demonstrating ROI on marketing expenditures
- Experience with MS Office suite, social media and graphic design tools and software
- Strong organizational skills and project management expertise
- Exceptional customer service ability
- Good judgment, sensitivity and critical thinking skills
- Experience managing the work of others both internal and external to the organization
- Intrinsically motivated
- Values diversity
- Knowledge and/or experience of the game of hockey
- Valid Class 5 driver's license

Additional Information

- This job requires the ability to work nonstandard hours to support weekend and evening events such as being on site for tournaments or hosting evening member engagement events.

Application Instructions

- Please apply by emailing a detailed application including your cover letter and resume in a single PDF document to Amanda Hungle, Executive Director, at ahungle@hockeyregina.ca by 11:59pm Sunday, September 8, 2024.
- For questions or inquires on the position please contact ahungle@hockeyregina.ca.