



The Nipawin Hawks Junior 'A' Hockey Club is now accepting applications for the position of Marketing Director responsible for marketing, social media, and game day.

If you are passionate about marketing and sales and want to be part of a dynamic hockey organization, we want to hear from you! We are looking for a highly organized, professional, and motivated person to champion our fast-paced, community-based hockey organization. The Nipawin Hawks Marketing Director is responsible for managing, developing, and assisting the team's strategic marketing plan, selling advertising, establishing and growing partnerships, assisting with fundraising, implementing promotions, coordinating game day operations, and events on behalf of the franchise. It is very important the Marketing Director creates opportunities for the team to work with other organizations in Nipawin and the surrounding area and continue to build strong partnerships within these communities.

Reports to:

The Marketing Director will report directly to the Board of Directors and works closely with the Head Coach/General Director and coaching staff to ensure the team is being promoted to an optimal level.

Job Duties/Responsibilities:

Develop and implement marketing strategies and marketing package around the Nipawin Hawks organizational goals and budget to achieve and exceed expected outcomes in the following areas:

1. Sponsorship, Advertising & Ticket Sales:

- Responsible for sponsorship, sponsor servicing, advertising, and developing corporate partnerships.
- Responsible for achieving established sales goals and budget targets.
- Develop and present corporate sponsorship proposals to prospective partners.
- Create new sales inventory or modify existing sales inventory as required; and
- Assist the Board of Directors in the coordination of Season Ticket sales and promotions.

## 2. Marketing, Fundraising & Team Promotions:

- Work with local media to promote games and team-related events and write press releases to maximize exposure.
- Assist in all fundraising events, as required by Board Director event chair(s).
- Develop and maintain website management and social media marketing plans.
- Update and maintain alumni communication and databases.
- Build upon the historic brand and image of the Nipawin Hawks in the community and among its peers in the Saskatchewan Junior Hockey League.
- Develop season ticket and play-off ticket marketing strategies, data base, follow ups and deliveries in conjunction with Office Director.
- Maintain and apply for all Sask Lotteries licensing and complete any follow-up reports as required.
- Work in conjunction with the Saskatchewan Junior Hockey League to promote the league and league corporate sponsorship.

## 3. Community Networking:

- Work with community organizations to promote the “Nipawin Hawks” program in Nipawin and surrounding area.
- Promote community activities as required; and
- Respond to fan and partnership requests.

## 4. Game Day Operations:

- Plan game day activities to ensure fan engagement and actively manage game day preparations and coordination of game day events.
- Recruit and manage volunteers for all game day activities; and
- Develop and produce game day announcements, promotions and video scripting, complete pregame sound checks in arena, ensure all promotional supplies and equipment are readily available.

## 5. Qualifications and Education:

- Experience in sales, marketing, sponsorship, or related fields.
- Strong working knowledge of all social media platforms.
- Strong interpersonal skills, including oral and written professional communication and negotiation skills.

- Strong working knowledge of computer office software including, word, excel, PowerPoint, data bases, and Canva.
- Experience working with boards and non-profit organizations.
- Self-motivated and goal-oriented, with the ability to work independently or as a member of a team.
- Familiarity with hockey and sports marketing is an asset but not required.
- Ability to build and maintain strong relationships with businesses and community members.
- Must be available to work evenings, weekends and holidays as required; and
- Marketing and communications diploma or degree is an asset, but not required.

6. Compensation:

Salary: Salary range \$35000-\$45000 (based on experience) + commission

7. Estimated start date:

May 1, 2025 (negotiable)

Apply if you:

- Have strong project management and writing/editing skills.
- Have the ability to use effective interpersonal skills to communicate clearly and effectively with individuals or groups of people.
- Are a sports enthusiast, energetic, and creative.
- Are self-motivated and able to work independently on multiple projects and tasks in a fast-paced environment.
- Have a positive attitude and a strong commitment to the franchise; and
- Are passionate about hockey and making a difference in your community.

Please send resume and cover letter no later than April 21st, 2025 to -

Nipawin Hawks Hiring Committee: [nipawinhawksoffice@sasktel.net](mailto:nipawinhawksoffice@sasktel.net)

Note: Only successful candidates will be contacted for interviews

