



Coordinator of Communication
Peterborough Petes Hockey Club

This is a unique opportunity to work in the sport and entertainment industry as the Coordinator of Communication for the Peterborough Petes Hockey Club, the most storied and longest continuously operating team in the Ontario Hockey League.

The Petes Business Operations team functions like a start-up company, leveraging the team's history of success to elevate the brand. Creativity and entrepreneurialism are necessary attributes for all staff. Each member of the organization plays a key role in, and takes ownership of, the team's accomplishments. As a result, all staff enjoy opportunities for professional and personal development in diverse areas, which helps both the individual and team thrive.

The Coordinator of Communication is a highly motivated member of the Peterborough Petes Business Operations department. The Coordinator is supervised by the Director of Marketing & Growth, and must form exceptional working relationships with all members of the organization, particularly within the marketing, sales, and hockey operations departments. The successful candidate must act as the link between the team and the world, encapsulating the brand and disseminating messages back and forth between the team and its many stakeholders.

Other key relationships include all individuals in the hockey operations department including management, coaches, trainers, players, and adjacent team members, members of the local media, league communication staff, and more.

The Coordinator is directly responsible for all digital communications, including posting to social media, graphic design work, writing feature articles and game stories, and distributing press releases.

The Petes are striving to make hockey a place in which everyone feels included and welcome. When we say "everyone", we *mean* everyone.

The Petes are committed to creating a diverse and inclusive workforce. Our employees thrive when we get this right. We aim to create a workplace that celebrates the diversity of our team members and our community. We endeavor to build experiences that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation, veteran status, and national origin.

Responsibilities

The main responsibilities of the Coordinator of Communication are to:

- Maintain all digital media platforms (including social media, www.gopetesgo.com, e-newsletters, etc.) by setting and following specific strategies, responding to all inquiries, and engaging fans and members of the various team communities
 - Proactively plan and execute necessary marketing strategies, and also actively maintain the website and other channels to keep information relevant and engaging
- Complete graphic design and other media production at the request of the Marketing & Growth Director, sometimes on behalf of other departments, ensuring a consistent and brand-directed look for the Petes, with projects potentially including but not limited to:
 - Print materials such as posters, flyers, brochures, tickets, programs, etc.
 - Web design content
 - Social Graphics
 - Videos and Film
 - Motion Graphics
 - Sponsor graphic content
 - Building and sending e-newsletters
 - Preparing game day content for the scoreboard
 - Other duties, task, and special projects as requested
- Plan, execute, and host media events including press conferences
- Attend every team function either in person or virtually (i.e. through away game broadcasts), including practices, games, community events, and other initiatives, in order to maximize marketing reach
- Build and tell the story of the Peterborough Petes, with a focus on the specific audiences that will consume the content
- Utilize relevant communication and PR strategies to best position the Petes brand
- Build positive, trusting relationships with hockey operations, business operations, and other key stakeholders in order to provide stakeholders with the most relevant information and best serve as the “voice of the Petes”
- Meet and exceed mutually-defined Key Performance Indicators (KPIs) in areas including earned media acquisition, data acquisition and maintenance, and web and social media growth
- Hire and train marketing and design Interns, as needed
- Seek out and attend professional development, networking, and other training sessions with the goal of constantly improving the skills of all team members
- Create reports and make presentations on trends and strategies to improve marketing and sales in conjunction with sales department
- Assist with the execution of game and community event activations in an effort to increase revenue and fan engagement
- Assist with other duties as required and agreed upon

Qualifications and Requirements

- Post-secondary degree or diploma, ideally in graphic design or communication
- Insatiable hunger to learn and improve every single day
- Computer proficiency, with excellent working knowledge of Google's G Suite as well as Microsoft Word, Excel, PowerPoint, and Outlook
- Strong and growing background with the Adobe Suite (specifically including Photoshop, InDesign, and Premiere), and other software including Final Cut Pro X
- Excellent communication skills, and a particularly keen eye for perfection with written communication
- A contagious, positive attitude
- Strong time-management and organizational skills
 - Must be able to manage schedule to achieve daily and weekly goals
- Exceptional work ethic, eagerness to learn, professionalism and a passion for the sport industry
- Willingness to work evenings and weekends, including all Peterborough Petes home and away games, community events, and other team functions (lieu time provided)
- A valid G class drivers licence, insurance, and clean driving record
- Ability to thrive as part of a team, and build a team with shared values

Compensation

- Salary commensurate with experience and education, plus bonuses as applicable
- Health, dental, and insurance benefits
- Mobile phone plan
- Flexible vacation schedule

Please submit a cover letter, resume, and references to info@gopetesgo.com referencing the position name in the subject line.