



**Sarnia Sting Hockey Club**  
A: 1455 London Road. Sarnia, ON N7S 6K7  
P: 519 541 1717 W: [sarniasthing.com](http://sarniasthing.com)

**Job Title:** Manager, Digital Content & Community Engagement

An exciting opportunity to work in the sports and entertainment industry as the Manager of Digital Content & Community Engagement with the [Sarnia Sting Hockey Club](http://Sarnia Sting Hockey Club), a proud member team of the [Ontario Hockey League](http://Ontario Hockey League).

Our mission as an organization is **to relentlessly pursue pride among the Sting community through unquestionable work ethic, integrity, and leadership**. We aim to meet this mission by creating an environment that promotes and enables success with decisions that align with our [organization's core values](#).

The Marketing team within the Sting organization works collaboratively with other departments to build the team's brand through a four-pillar platform that includes: grass root community initiatives, captivating digital content, unforgettable in-game (Sting) experience and local charitable partnerships.

The Manager of Digital Content & Community Engagement is a highly motivated, energetic, positive member of the Sting Business Operations team. This individual should be one of the most creative minds on the team while always bringing a community/ fan focused perspective to the conversation. The opinion of each team member is valued and respected by everyone within the Sting organization, which makes for positive and productive discussions leading to sound decision making.

The candidate that fills this position will be supervised by the Director of Marketing & Corporate Partnerships and must form exceptional working relationships with all internal and external Sting stakeholders including, but not limited to, hockey operations personnel, members of the media, volunteers, fans, community members, other member OHL clubs, City of Sarnia staff and more.

The success of this employment will be measured by the growth of the Sting brand at a local level in the Sarnia-Lambton community as well as on a national and international stage.

The Sarnia Sting is committed to creating a working environment that promotes and supports the growth of it's employees. A welcoming environment for all, promoting a diverse workforce that celebrates the diversity of our team members and the community in which we live. 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.



## DUTIES AND RESPONSIBILITIES

- Develop and execute a creative and impactful digital content strategy that **tells the Sting story**, having fans engaged and inspired through high quality graphic design, edited video content and written article communication.
  - Strategy to be executed and published through a variety of digital platforms including but not limited to digital signage, website, and social media platforms.
- Working closely with the Director of Marketing & Corporate Partnerships to co-ordinate the execution of all internal & external marketing and hockey specific communications.
- Working closely with the Director of Marketing & Corporate Partnerships as well as Manager, Marketing & Sting Experience to properly, ethically, and legally ensure the execution of all contractual obligations laid out in advertising and sponsorship packages as it relates to digital content & community appearances.
- Working closely with the Director of Marketing & Corporate Partnerships as well as Manager, Marketing & Sting Experience to maintain and update the Sting content on sarniastings.com and other digital content platforms.
- Working closely with the Director of Marketing & Corporate Partnerships as well as Manager, Marketing & Sting Experience to execute the digital marketing strategy for each season.
- Develop and execute a creative and impactful e-commerce strategy, helping to grow online merchandise sales year over year.
  - Responsible for filling and shipping online orders received through executed e-commerce strategy.
- Execute the Sarnia Sting Community Engagement/ appearance strategy.
  - Working closely with all other departments to ensure a positive and impactful community footprint.
  - Maximizing the Sarnia Sting visibility in the community.
- Assist the Manager, Marketing & Sting Experience in managing all game day volunteers including the Sarnia Sting internship program.

## QUALIFICATIONS

The successful candidate must:

- Come to the rink each day with a positive attitude and creative mindset.
- Have a desire and willingness to learn and grow as not only an individual, but as a cohesive and supportive member of the team.
- Have a comprehensive understanding of modern-day digital platforms and how a marketing strategy could be effectively integrated across these channels.
- A strong technological comprehension.
- Strong professionalism and leadership abilities.
- A minimum of two (2) year post-secondary diploma.
- Have a **minimum of one (1) year experience** creating content to be published across social media platforms Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube and more.
- Have a **minimum of one (1) year experience** in graphic design using the Adobe Suite of products including: Photoshop, InDesign, Illustrator, and Premiere Pro.
- Have a **minimum of one (1) year experience** in video editing using a video editing platform such as iMovie, Adobe Premiere Pro, or other similar products.
- E-commerce and/ or merchandise experience would be considered an asset.
- A love, passion, and strong understanding of the game of hockey as well as the Ontario Hockey League.



## SCHEDULE & COMPENSTATION

This position requires regular evening and weekend work, as dictated by the Sarnia Sting game schedule as well as community engagement and special events schedule. The “in-season” schedule is flexible to align with the extended hours associated with gameday execution and special events. This position is a full-time salary-based position that includes health & dental benefits and the opportunity for an end of season bonus.

## TO APPLY

Please send a cover letter, resume and a minimum of one (1) digital content work sample to Jake Bourrie (Director, Marketing & Corporate Partnerships) at [jbourrie@sarniasting.com](mailto:jbourrie@sarniasting.com) citing the job title in the subject line. References may be required upon request.

We thank all applicants for their interest, however only those selected for an interview will be contacted.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs.

We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.

