



Manager, Marketing and Communications Ontario Hockey Federation

The Ontario Hockey Federation (OHF) is a dynamic and innovative organization dedicated to making a positive impact on our community and beyond. As the governing body for amateur hockey in Ontario and is the largest member Branch of Hockey Canada, the OHF works in cooperation with its seven (7) Member Partners, the organization oversees the management of hockey programs from entry level to high performance. Further information about the OHF can be obtained through its website at www.ohf.on.ca.

The OHF is seeking a highly skilled and motivated **Manager, Marketing and Communications** to join our team. This individual will be responsible for developing and executing comprehensive marketing and communication strategies that align with our organization's goals and values. The ideal candidate will have strong digital marketing and communication skills, with a passion for increasing brand awareness and engagement. The position will be located at the OHF Office in Cambridge, Ontario. The salary range for this position is \$40,000 - \$63,000 per year plus benefits.

Objectives of this role

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.
- Lead the execution of marketing programs from start to finish, leveraging internal/external support and driving collaboration.
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.

Key Responsibilities

- Strategy Development: Create and implement effective marketing and communication strategies that support OHF's vision, values and objectives.
- Brand Management: Maintain and enhance the organization's brand identity through consistent messaging and visual representation.
- Content Creation: Develop compelling and engaging content for various platforms, including social media, websites, newsletters, and press releases.
- Digital Marketing: Oversee the organization's digital marketing efforts, including SEO, SEM, email marketing, and social media campaigns.
- Public Relations: Build and maintain relationships with media contacts and manage public relations activities to enhance the organization's visibility and reputation.
- Event Planning: Organize and execute events, both online and offline, to promote OHF's initiatives and engage with stakeholders.
- Analytics: Monitor and analyze marketing and communication metrics to assess the effectiveness of campaigns and make data-driven decisions.
- Collaboration: Work closely with other departments and external professional services to ensure cohesive and integrated marketing and communication efforts.
- Internal Communication: Innovate and create the internal communications and OHF Intranet strategy.
- Media: Liaise with press and media (i.e. Press Conference, Releases, Requests, Media Attendance etc.); and
- Other duties or tasks as assigned from time to time by the Operations Director.

Qualifications and Experience

The successful candidate for the position of Manager, Communications and Marketing Technology shall possess.

Technical Skills

- Digital Marketing

- Proficiency in SEO and SEM: Understanding and implementing search engine optimization (SEO) and search engine marketing (SEM) strategies to increase online visibility and drive traffic.
- Social Media Management: Expertise in managing social media platforms, creating engaging content, and leveraging analytics to optimize performance.
- Data Analytics: Ability to analyze and interpret data to make informed marketing decisions. Familiarity with tools like Google Analytics, Tableau, and other data visualization software.
- Email Marketing: Knowledge of effective email marketing strategies, including segmentation, personalization, and automation.
- Content Creation
 - Copywriting: Strong writing skills to create compelling and persuasive copy for various marketing materials, including websites, blogs, and social media.
 - Graphic Design: Basic graphic design skills to create visually appealing content using tools like Adobe Creative Suite or Canva.
 - Video Production: Ability to produce and edit high-quality video content, which is increasingly important in digital marketing.

Strategic Skills

- Brand Management
 - Brand Strategy Development: Crafting and executing a cohesive brand strategy that aligns with the company's mission and values.
 - Reputation Management: Proactively managing the company's reputation through effective communication and crisis management strategies.
- Market Research
 - Consumer Insights: Conducting and analyzing market research to understand consumer behavior, preferences, and trends.
 - Competitive Analysis: Assessing the competitive landscape to identify opportunities and threats.

Interpersonal Skills

- Communication
 - Effective Written and Verbal Communication: Articulating ideas clearly and persuasively in both written and spoken formats.
 - Presentation Skills: Delivering engaging and impactful presentations to various stakeholders.
- Collaboration
 - Teamwork: Working effectively with cross-functional teams, including sales, product development, and customer service.
 - Networking: Building and maintaining professional relationships within the industry and with key stakeholders.
 - Adaptability
 - Learning Agility
 - Continuous Learning: Keeping up-to-date with industry trends, emerging technologies, and best practices.
 - Flexibility: Adapting to changing market conditions and organizational priorities.

Qualified applicants are invited to submit their resume and other information **by 4:00pm on Friday, February 28, 2025** to:

Email: jobs@ohf.on.ca

Ontario Hockey Federation (OHF)

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