J O B  D E S C R I P T I O N /  P R O F I L E  -  F U L L  T I M E

<table>
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<th>Job Title</th>
<th>Coordinator, Social Media and Communications</th>
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<td>Location</td>
<td>Winnipeg, MB</td>
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**Overview of Position**

The Winnipeg Blues and Freeze are looking for a creative, detailed and hardworking individual responsible for execution support for the brand, social media accounts, website and content strategy for the Winnipeg Blues / Freeze (MJHL). Duties would include practice coverage, written stories, community engagement supporting media and managing digital assets including the Winnipeg Blues and Freeze social media channels/website. In addition, the successful candidate will develop and execute partnership inventory, manage the Winnipeg Blues and Freeze websites and be responsible for supporting the brands of the Winnipeg Blues and Freeze working closely with the Head of Business Operations.

The Winnipeg Blues and Freeze are two of 12 member clubs in the Manitoba Junior Hockey League (MJHL).

**Essential Functions**

- Increase the visibility and profile of the Winnipeg Blues and Freeze brands
- Responsibility to directly manage all existing (and create new) digital assets for the Winnipeg Blues and Freeze.
- Grow audience and engagement for the Winnipeg Blues and Freeze.
- Host/create engaging content with Winnipeg Blues and Freeze players/coaches, community and corporate partners.
- The creation, development and execution of visual media products for Winnipeg Blues and Freeze games and social media.
- Directly responsible for digital execution for corporate partners and brand for game day support of the Winnipeg Blues and Freeze.
- Working with content creators to execute coverage of the Winnipeg Blues and Freeze.
- Develop and create content for the Winnipeg Blues and Freeze website and social media channels.
- Create and deliver visual media corporate sponsorship activation requirements for Winnipeg Blues and Freeze games, social media channels and other events, as assigned.
- Actively run/update the Winnipeg Blues / Freeze social media channels and website.
- Work with Winnipeg Blues and Freeze personnel to execute video shoots, as required (interviews, player profiles and special events).
- Work to ensure the highest standards of team and organizational branding are achieved.
- Attend and participate in community events with the Winnipeg Blues and Freeze.
- Participate in sales strategies and client meetings to grow digital sponsorship assets and revenue.
- Support establishing community partnerships.
- Support all game day aspects for the Blues and Freeze as required.
- From time to time may be asked to assist the Winnipeg ICE of the Western Hockey League in digital execution and community activities.

### Critical Skills

- Superior attention to detail.
- Ability to work as a positive contributor to a creative team in a high-paced sports and entertainment environment.
- The capacity to prioritize competing demands in a diverse and evolving environment, independently managing deadlines and corresponding workload.
- Passion for hockey and knowledge of other professional sports is considered an asset.
- Very strong organizational skills to stay on task and effectively manage competing demands towards successful and timely completion of projects.

### Educational Work Experience Requirements

- High school diploma; degree in communications or relevant field is preferred.

To apply for this position please email your resume, cover letter, and demo reel to info@50below.ca using Coordinator, Social Media and Communications in the subject line. If sending large attachments please use a file hosting service.

The Winnipeg Blues and Freeze thanks all that apply however only those selected for interviews will be contacted.