## JOB DESCRIPTION / PROFILE - FULL TIME

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Manager, Social Media and Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Winnipeg, MB</td>
</tr>
</tbody>
</table>
| **Overview of Position**   | The Winnipeg ICE are looking for a creative, detailed and hardworking individual responsible for managing the brand, social media accounts, website and content strategy for the Winnipeg ICE. Duties would include practice coverage, written stories, community engagement supporting media and managing digital assets including the Winnipeg ICE social media channels/website. In addition the successful candidate will develop and execute partnership inventory, manage the Winnipeg ICE website and be responsible for the brand of the Winnipeg ICE working closely with the Head of Business Operations. This candidate may travel with the team to provide coverage of the Winnipeg ICE.  

The Winnipeg ICE are one of 22 member clubs in the Western Hockey League (WHL). The ICE are one of six teams playing out of the WHL's East Division. The WHL consists of 17 clubs located in Western Canada and five in the U.S. Pacific Northwest. The WHL is a member of the Canadian Hockey League and has been a supplier of talent for the National Hockey League for over 50 years. The WHL is also the leading provider of hockey scholarships with over 350 graduates each year receiving WHL Scholarships to pursue a post-secondary education of their choice. |
| **Essential Functions**    | • Increase the visibility and profile of the Winnipeg ICE brand.  
                              • Responsibility to manage all existing and create new digital assets.  
                              • Grow audience and engagement.  
                              • Host/create engaging content with Winnipeg ICE players/coaches, community and corporate partners.  
                              • The creation, development and execution of visual media products for Winnipeg ICE games and social media.  
                              • Working with content creators to execute coverage of the Winnipeg ICE.  
                              • Develop and create content for the Winnipeg ICE website and social media channels.  
                              • Create and deliver visual media corporate sponsorship activation requirements for Winnipeg ICE games, social media channels and other events, as assigned.  
                              • Actively run/update the Winnipeg ICE social media channels and website. |
- Work with Winnipeg ICE 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 ICE.
- Participate in sales strategies and client meetings to grow digital sponsorship assets and revenue.
- Support establishing community partnerships.

### 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 Manager, Social Media and Communications in the subject line. If sending large attachments please use a file hosting service.

*The Winnipeg ICE thanks all that apply however only those selected for interviews will be contacted.*