

Digital Media Coordinator Job Posting

Title of Position: Digital Media Coordinator

Term: Permanent Full Time

Work Hours: Flexible, includes working weekends and evenings.

Work Location: 201-853 Eckhardt Ave West, Penticton BC

Start Date: January 2023

Remuneration: Salary and benefits are according to internal salary policy, and based on experience.

Announcement Date: December 18, 2022

Closing Date: January 6, 2023

Okanagan Hockey Group (OHG) is looking for a Permanent Full Time Digital Media Coordinator at their Penticton location. OHG was established in 1963 with Hockey Camp Operations and started the Okanagan Hockey Academy in 2002. It operates hockey academies, camps and combines testing in North America and Europe. It is the longest running hockey school in the world with professional instruction since 1963.

The **Digital Media Coordinator** reports directly to the Manager of Digital Media and Communications. The successful applicant must have previous social media marketing experience. The position will require evenings and weekend as per game and event schedule.

Primary responsibilities

- Support the Manager of Digital Media and Communications in all digital media, marketing and branding initiatives
- Support OHG's digital media strategy of building our community, creating quality content, growing our social media following on all channels by being authentic and engaging, and telling the Okanagan Hockey story to retain customers, build loyalty and acquire new customers in all divisions.
- Responsible for all Okanagan Hockey Group social media content and email marketing
- On-site content collection
- Responsible for design and scheduling of OHG social media content
- Responsible for managing company Tik Tok accounts and short video creation
- Assist in ongoing website maintenance
- Assist with monthly social media analytics
- Flexible work schedule. Must be available evenings and weekends with some team travel

Qualifications

- Strong social media and email marketing skills
- Diploma in social media marketing or higher
- Track record of growing a brand through digital media and email marketing
- Experience working with CRM software
- Experience with MS Office and Wordpress
- Experience creating short video (YouTube, Reels and TikTok)
- Excellent verbal and written communications skills
- Event marketing an asset
- Strong hockey background an asset
- Ability to multi-task, prioritize, problem solve and manage time effectively

OHG welcomes your interest in the **Digital Media Coordinator** opportunity. Interested applicants are requested to submit their resume and covering letter to Natalie Preston via email (nataliepreston@okanagahockey.com) indicating **Digital Media Coordinator** in the subject line. Applications will be accepted until January 16th, 2023.

We thank all applicants for their interest; however only those under consideration for the role will be contacted.