



JOB DESCRIPTION

Field Hockey Canada
Communications Manager

1. Organizational Scope and Responsibility

Working in collaboration with a variety of partners, Field Hockey Canada is the national sport governing body responsible for the development, growth and promotion of field hockey in Canada. Among its responsibilities, Field Hockey Canada actively promotes the game across Canada, while communicating both internally and externally.

Field Hockey Canada receives financial contributions from the federal government and other agencies, organizations, sponsors and donors, and is accountable for the disbursement and reporting of funds according to the contracted terms and conditions. Programs, activities and services are operated within the limitations established in an annual budget led by the CEO and approved by the Board of Directors. Field Hockey Canada staff is responsible to manage and administer the finances and provide administrative support for all Field Hockey Canada activity.

Within this scope, it is the responsibility of the Communications Manager to work within the policies and procedures established by Field Hockey Canada.

2. Reporting and Responsibilities

Reporting to the Chief Executive Officer, the Communications Manager is responsible for managing the long-term strategy and day-to-day activities surrounding all public-facing communications. Specific responsibilities include:

2.1 Social Media Management: Manage and oversee all Field Hockey Canada social media channels including but not exclusive to Twitter, Facebook, Instagram, and YouTube, ensuring each is appropriately and consistently populated with high quality, engaging, and timely content in line with Field Hockey Canada's communication and marketing goals.



2.2 Competition Coverage and Information Management: Reporting on on-field activities through competition previews, in-game coverage, post-game reports, graphics, etc. meeting the highest standard of sport communication and information with regards to timeliness, quality, and consistency.

2.3 Storytelling and Content/Media Production: Use modern media (including but not limited to photography, videography, writing, social media, etc.) to profile the organization, its various entities and the individuals therein, keep its audiences apprised and engaged, and to attract new followers.

2.4 Corporate Communications & Public Relations: In concert with the CEO, oversee the strategic vision of Field Hockey Canada's public facing messaging and branding. Implement this strategy in the day-to-day activities of the role, including press releases, reports and presentations as needed.

2.5 Website Management: On-going maintenance, development, oversight and creative direction of Field Hockey Canada's website(s), including but not limited to fieldhockey.ca and the Field Hockey Canada store.

2.6 Newsletter and Database: On-going maintenance and enhancement of a centralized contact database filtered categorically (i.e. membership, media, fans, alumni, staff, committees, etc.) and from which regular communication with contacts through monthly newsletters, and press releases are managed.

2.7 Media Asset Management: Continued organization and cataloguing of Field Hockey Canada assets including but not limited to photo, video, graphics, offline/archival content, historic information, etc.

2.8 Event Support: Collaborate on the delivery of events with the staff of Field Hockey Canada when needed.

3. Qualifications

Skills / Background:

- Post-secondary degree in journalism, marketing, communications, commerce or related field of study with a minimum of five years' experience in

communications, media relations and social media

- Experience working in the Canadian sports media environment; established relationships with the media is considered an asset
- Knowledge of and experience working with social media and digital marketing principles, current practices and digital analytics tools (e.g. Google Analytics / Facebook Analytics)
- Experience taking photos and working with Photoshop
- Experience shooting and editing video with the purpose of telling compelling stories, and marketing online
- Ability to work efficiently, constructively, and independently on projects while managing tasks and time spent in a responsible and accountable manner
- Excellent communicator, with exceptional written, oral, and interpersonal skills
- Innovative thinker, with a track record for translating strategic thinking into action plans and deliverables
- Strong attention to detail
- Willingness to travel and work flexible hours, including weekends, if required
- Previous knowledge of field hockey is considered an asset
- Bilingualism is considered an asset (English/French)

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