

BRAMPTON STEELHEADS

H O C K E Y C L U B



Company: Brampton Steelheads Hockey Club

Job Title: Coordinator, Social Media & Community Relations

Start Date: Immediate

Term: Full Time

Location: CAA Centre – 7575 Kennedy Rd S, Brampton, ON

Contact: Michael Hastings (Vice President, Team Services & Business Operations)

Email: mhastings@bramptonsteelheads.com

Website: www.bramptonsteelheads.com

Brampton Steelheads Company Description:

The Brampton Steelheads are a community driven organization, committed to producing a competitive, fun, entertaining, and family oriented on-ice product in a positive environment where staff, players, partners and fans are treated with profound respect. Playing in the Eastern Conference of the Ontario Hockey League, the Steelheads are a junior hockey team that plays out of the CAA Centre.

Job Description:

We are currently seeking an individual who is passionate about growing relationships within Brampton and the surrounding communities. As a member of the Brampton Steelheads team, you will create and manage engaging content across all platforms to grow the team's online presence and fan engagement. This role develops and executes social strategies, produces in-game and promotional content, and collaborates with internal teams to support marketing and community initiatives.

Job Duties:

- Develop and implement marketing programs across all social media platforms (Facebook, Twitter, Instagram, YouTube, TikTok and more)
- Develop and execute social media content plans aligned with team marketing goals.
- Create engaging graphic, photo, video, and written content for all social platforms
- Cover games and live events, providing real-time content across multiple social media platforms
- Produce multimedia content for social media channels including video, photography, audio and text
- Help to drive revenue via social media platforms (ticket sales, merchandise sales and partnerships)
- Manage and execute the content calendar accurately and on time
- Build trusting relationships with team staff to improve content opportunities and access
- Monitor social media trends, fan engagement, and performance analytics
- Identify new content opportunities and explore ways to produce new content
- Execute strategies to get involved in the community and grow our brand
- Assisting in the management and execution of game operations
- Assist with the organization and execution of community events, build strong ties with the Brampton community during the season and throughout the off-season

Position Requirements:

- 2+ years of experience/Bachelor's degree considered an asset
- Full time availability as well as a commitment to all home games, including evenings and weekends
- Excellent time management/organizational and verbal skills with strong attention to detail
- Ability to work effectively in team and independent roles
- Proficient in: Creative Suites programs such as Adobe Photoshop, Premiere Pro and/or other video editing software
- Previous experience working in the sports industry is considered an asset

SUBMIT APPLICATION TO mocampo@bramptonsteelheads.com