

**Job Title:** Coordinator, Marketing & Game Presentation  
**Directly Reports To:** Vice President, Business Operations  
**Status:** Full-time permanent.

The position of Coordinator, Marketing & Game Presentation within the Sarnia Sting Hockey Club is a key member of the organization's business operations team. The primary focus of this employee is creating the best, most entertaining experience possible for Sarnia Sting ticket purchasers and stakeholders in attendance at home games, regardless of the on-ice competitive outcome.

The role of the Marketing & Game Presentation Coordinator is a hybrid role in which spends time focusing on both the in-game experience for fans attending games as well as the marketing, promotion, and growth of the brand beyond the four walls of the arena. This person works to acquire new fans through impactful and professional marketing initiatives as well as retain fans through exciting and entertaining in-game experience.

Reporting directly to the Vice President of Business Operations this employee will also be responsible for executing contractual sponsorship obligations associated with both the in-game experience as well as some online digital and community obligations. The Coordinator of Marketing & Game Presentation will be responsible for several frontline employees and volunteers.

## DUTIES AND RESPONSIBILITIES

### Marketing

- Work collaboratively with the Coordinator, Marketing & Community Engagement to create digital and print content to be shared via Sarnia Sting social media platforms and all relevant marketing channels.
- Assist the Coordinator, Marketing & Community Engagement with the execution of the Sarnia Sting Community engagement strategy including player appearances and Sting related events in the community.
- Work collaboratively with the Coordinator, Marketing & Community Engagement in the execution of all external marketing communications from the Sarnia Sting organization.
- Manage content and information on sarniastings.com and all digital media platforms.
- Assist with the execution of external marketing initiatives for the purpose of revenue generation for the Sarnia Sting Hockey Club.
- Assist the VP, Business Ops with proposal creation for the purpose of generating sponsorship revenue for the Sarnia Sting.
- Assist in properly, ethically, and legally execute all contractual obligations laid out in advertising and sponsorship packages.

### Game Presentation & Production

- Lead the end-to-end development and execution of game day production materials for all home games, including the run of show, host and PA scripts, timing sheets, and broadcast coordination notes.
- Manage a seasonal game day team of approximately 15–25 staff members, encompassing control room operators, in-arena hosts, public address announcers, DJs, hype teams, and game day assistants.
- Facilitate pre-game rehearsals and production meetings to ensure alignment across departments and readiness for live execution.
- Oversee all in-game entertainment and presentation elements for all home games annually, including the integration of video, lighting, audio, graphics, and live talent.
- Work closely with hockey operations to schedule and execute special presentations, ceremonial puck drops, and league-driven initiatives.
- Coordinate with social media, content, and broadcast teams to ensure unified storytelling across platforms.



- Manage the fan experience operating budget, ensuring optimal resource allocation while maintaining fiscal responsibility.

#### **Sponsorship Activation & Community Engagement**

- Oversee the execution of all in-game sponsored content, activations, and contests, ensuring full delivery of all contracted sponsorship assets.
- Develop and manage 5–10 promotional features per season, designed to meet sponsor objectives while enhancing the in-game experience.
- Collaborate with local organizations and community partners on theme nights and unity initiatives, including concourse activations, in-arena recognition, and video board storytelling.

#### **REQUIRED EXPERIENCE & SKILLS**

- Minimum education requirement: 2-year college diploma in Business, Marketing, Sports management, Graphic Design or relevant field.
- 1-2 years of experience in live event production, sports entertainment, or game presentation.
- Experience managing and motivating event day staff and talent under pressure
- Creative mindset with a sharp eye for storytelling, pacing, and emotional impact
- Proficient in digital content creation using the Adobe Software Suite of programs but primarily: Adobe Photoshop and Premiere Pro.
- Proficient in Microsoft Office Suite of Programs Word, Excel and PowerPoint.
- Prior experience with graphic design, digital content creation.
- Prior experience with video production.
- Excellent communication and collaboration skills, with the ability to work across departments and with external vendors and partners
- Familiarity with sponsorship activations, community engagement initiatives, and fan-facing promotions

#### **SCHEDULE & COMPENSTATION**

This position requires regular evening and weekend work, as dictated by the Sarnia Sting game schedule as well as community engagement and special events schedule. This is a full time position with compensation that includes: Salary, bonus and benefits.

#### **TO APPLY**

Please send a cover letter, resume to Jake Bourrie (Vice President, Business Operations) at [jbourrie@sarniasting.com](mailto:jbourrie@sarniasting.com) citing the job title in the subject line. References may be required upon request.

Digital content works or portfolios are also encouraged.

**Application Deadline: Sunday, July 27, 2025, at 11:59PM**

We thank all applicants for their interest, however only those selected for an interview will be contacted.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs.

We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.

