



GREATER TORONTO HOCKEY LEAGUE

Background & Organization Overview:

The Greater Toronto Hockey League (GTHL) is a non-profit organization that annually registers over 30,000 participants from Markham, Mississauga, Toronto, and Vaughan. As the governing body for minor hockey in the Greater Toronto area, the GTHL serves players, coaches, officials, and Member organizations. Operating in various domains including rules, regulations, officiating, development, events, and outreach, the GTHL is provincially governed by the Ontario Hockey Federation, a member of Hockey Canada.

Position Title: Coordinator, Communications

Position Type:	Full-Time
Starting Date:	To be determined
Application Deadline:	Friday, February 14, 2025
Salary Range:	\$45,000 - \$50,000 per annum, comprehensive benefits package and a hybrid work environment.

Position Description:

The GTHL is seeking applications for the Coordinator, Communications position. This role will report to the Senior Manager, Communications and Marketing. The Coordinator, Communications will be a key member of the communications department and will contribute to the League's overall communication strategy. This role will also be a member of the GTHL Events team, participating in event planning and execution.

Duties & Responsibilities:

- Contribute to the day-to-day communications, website updates, and social media engagement on GTHL platforms including 'X' formerly known as Twitter, Facebook, Threads, Instagram, TikTok, and LinkedIn
- Update GTHLCanada.com as required in addition to producing regular written website content, including but not limited to feature stories on participants across the league, game recaps, sponsored content, and community-based stories
- Contribute to the overall photography, videography, and graphic design responsibilities of the communications department
- Coordinate the production and distribution of GTHL monthly newsletters
- Contribute to and develop social media campaign strategies, including alumni engagement, Start Hockey, player and participant recognition, among others
- Work with both the Senior Manager, Communications and Marketing and the Manager, Business Development on servicing communication components of league partnerships
- Coordinate social media content and engagement around GTHL events, including but not limited to: Puck Drop Weekend, 'A' Challenge Cup, Platinum Cup, GTHL Top Prospects Game, I Play in the G Festival, U18 All Star Festival, and the OHL Cup
- Coordinate web and social media analytics and reporting
- Other duties as required



Qualifications Required:

Education and Essential Skills:

- Post-secondary degree in communications, marketing, sport management, or a related field, or equivalent combination of education and experience
- Strong understanding of social media platforms and strategies
- Has a passion for telling stories and conducting interviews, covering the GTHL through a variety of mediums including both written and video approaches
- Excellent writing and editorial skills
- Must be well organized and demonstrate an ability to manage multiple projects
- Excellent computer skills, including Microsoft Office, Wordpress, and Constant Contact
- Familiarity with photography, video editing, and Adobe Photoshop are considered valuable assets
- A skill set that includes organizational, problem solving, writing, and communication skills
- Strong interpersonal skills with ability to interact and maintain relationships with key stakeholders, volunteers, and executives
- Available to work evenings and weekends in a scheduled fashion throughout the hockey season
- Ability to assist in the set-up of events and be inside a hockey rink for extended periods of time
- Experience within a sports organization and/or in the sport of hockey is an asset
- Knowledge and experience with hockey and minor hockey is an asset
- Knowledge of key trends in media and communications

Personal Attributes:

- Integrity, credibility, and dedication to the mission of the GTHL
- Ability to maintain confidentiality and exercise discretion
- Strong attention to detail and ability to work under pressure
- Ability to work both independently and as part of a team

Note: The successful candidate will be required to undergo a criminal background check.

Application Process: Interested candidates are asked to submit their cover letter and resume to:

Stephanie Coratti
Senior Manager, Communications and Marketing
HR@gthlcanada.com

Please include "Coordinator, Communications" in the subject line.

The GTHL thanks all individuals for their interest. Only candidates selected for an interview will be contacted.

The Greater Toronto Hockey League is an inclusive employer. Accommodation is available under the [Ontario Human Rights Code](#).