



Charlottetown Islanders Hockey Club

Brand Manager

Hours of work: 37.5 hours per week

The Brand Manager will play a key role in building the Islanders brand through the management of the overall promotional mix, the development and execution of team events and community partnerships, management of team website and social media platforms, as well as league initiatives.

Responsibilities

- Management of promotional mix for team such as the season ticket drive, team game nights, special events
- Develop and maintain relationships with promotional partners
- Examine and evaluate best practices from other sports and entertainment teams to optimize brand exposure
- Organize promotional player appearances with Hockey Operations
- Organize, develop and maintain special marketing initiatives
- Assist with game night activities, as well as any special events on an as needed basis
- Other duties as assigned by the President of Operations

Required Skills

- Bachelor's Degree from an accredited college or university or equivalent experience
- Experience in the sports industry or entertainment industry considered an asset
- Graphic design experience would be considered an asset
- Excellent communication skills, both written and verbal
- Effective time management and organizational skills



CHARLOTTETOWN ISLANDERS HOCKEY CLUB

46 Kensington Road, Charlottetown, PE CIA 5H7 Phone: (902) 892-7349 Fax: (902) 892-7350

WWW.CHARLOTTETOWNISLANDERS.COM



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- Flexible schedule with the ability to work nights, weekends and some holidays as required. Must be available to work all Islanders home games
- High energy and passion for the Islanders brand
- Strong computer skills, including knowledge of Microsoft Office (Word, Excel, and Outlook)

HOW TO APPLY

Applicants should send a resume and cover letter outlining how they meet the specific requirements of the position to admin@charlottetownislanders.com by **June 23rd, 2017**.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.



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