



Coordinator, Digital Content & Creative Services

The Hockey East Association, a twelve-member, NCAA single-sport Division I men's and women's ice hockey conference headquartered in Amesbury, Massachusetts, is seeking qualified applicants for a newly created, full-time position of Coordinator, Digital Content and Creative Services.

The position will focus on video production and graphic design for the Hockey East website and social media channels, as well as assist with internal and external operations for the conference. The Digital Content and Creative Services Coordinator will be expected to create compelling content that showcases the success and tells the story of Hockey East, its players and alumni, and its member institutions.

Required Qualifications

- Bachelor's degree in video production, communications, graphic design, marketing or a related field
- Experience with video production and creating various types and lengths of videos and GIFs
- Demonstrated ability to work on social media platforms, such as Twitter, TikTok, Facebook, Instagram and Snapchat, and create unique ideas and content
- Ability to work both independently with deadline-driven projects and as part of a team in a small office setting
- Proficient in Adobe Creative Suite, specifically Premiere, After Effects, Media Encoder, Photoshop, and InDesign
- Proficient in Microsoft Office, including Word, Excel and Outlook
- Ability to work nights and weekends during the college hockey season, and travel to events as needed
- Excellent creative, written, verbal, organizational and critical-thinking skills

Preferred Qualifications

- Experience working within a sports organization, such as a college athletic department, professional sports team, league or conference office, assisting in broadcast/video production and external communications
- Experience with logo design
- Familiarity with website management and working within a CMS
- Familiarity with Hockey East, its member institutions and NCAA hockey as a whole

Responsibilities

- Assist with the management and expansion of the Hockey East brand and digital communications strategy
- Create content and assist with promotional campaigns that generate revenue and exposure for the Conference
- Produce and create weekly video series and other videos as part of Hockey East's digital strategy
- Assist with other content creation, including designing graphics and overseeing fan contests
- Oversee and work with outside contractors on special video projects
- Share content and engage with fans on the all Hockey East social media channels
- Assist with creating and distributing marketing and promotional materials
- Coordinate content plans surrounding events such as Media Day and the Hockey East Tournament
- Establish a historical archives system for organizing and preserving all past Hockey East videos and game footage
- Other duties as assigned

Schedule and Compensation

The Hockey East Digital Content and Creative Services Coordinator is a 12-month, full-time position. Compensation will be commensurate with experience. The position is expected to also work some nights and weekends during the season, as needed.

To Apply

Applications will be accepted until the position is filled. Applicants should include a cover letter, resume and three references as well a portfolio of video, graphic design and/or other work samples. Please submit all materials to Hockey East Associate Commissioner Brian Smith at bsmith@hockeyeastonline.com.

The Hockey East Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, national origin or disability status. The job description is subject to change at any time.

