



## Digital Content & Creative Services Coordinator

The Hockey East Association, a 12-member, NCAA single-sport Division I men's and women's ice hockey conference headquartered in Amesbury, Massachusetts, is seeking qualified applicants for the full-time position of Coordinator, Digital Content and Creative Services.

The successful candidate will have experience in social media management, video content production and graphic design, using his or her skills to oversee all aspects of Hockey East's digital channels. The position will also assist with all 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 other digital assets
- Familiarity with social media platforms including X (Twitter), TikTok, Facebook and Instagram
- Ability to work both independently with deadline-driven projects and as part of a team in a small-office setting
- Proficient in the 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
- Experience with broadcast and video production and external communications
- Experience with logo design
- Familiarity with Hockey East, its member institutions and NCAA hockey

### Responsibilities

- Assist with the management and expansion of the Hockey East brand and digital communications strategy
- Ideate and create content and direct promotional campaigns that generate revenue and exposure for the Conference
- Produce and create weekly video series as part of Hockey East's digital strategy
- Manage content creation, including graphics design and branding guidelines for the league
- Oversee and work with outside contractors on special video projects
- Share content and engage with fans on 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 Tournaments
- 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 and includes a benefits package.

### To Apply

Applications will be accepted until the position is filled. Applicants should include a cover letter, resume and references as well as a portfolio of video, graphic design and/or other work samples. Please submit all materials Brian Smith at [bsmith@hockeyeastonline.com](mailto: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.

