



MARKETING AND PROMOTIONS DIRECTOR (MPD)

IHA requires a Marketing and Promotions Director (MPD) to be responsible for the coordination and maintenance of IHA's website, social media, and traditional media. The MPD actively supports IHA's strategic communication objectives to grow the sports' audience and maximise IHA's brand, awareness, and stakeholder engagement, promoting organisational values and the sport of Ice Hockey.

The Marketing and Promotions Director has the following responsibilities

- Contributes to the development of and responsible for the implementation of the IHA communication strategy.
- Utilise the platforms to best suit the achievement of the IHA communication strategy, organise media and social media coverage for publicity of IHA's milestones, National Championships, National leagues, National Team coverage, development activities, social, and fundraising activities. Use photos and video for social media.
- Update IHA's different social media platforms and website throughout the season (updating followers on scores, results, achievements milestones, etc). Ensure accurate results are provided on time.
- Facilitate social media participation with stakeholders, actively engage, inform and entertain.
- Collaborate with all divisions of the sport to ensure their message and stories are being continually promoted and communicated.
- Promote IHA sponsors (including special offers from sponsors).
- Create and maintain relationships with local media key reporters, producers and editors.
- Co-ordinate the production and submission of media releases (including quotes, articles, videos and photographs).
- Create and maintain a media register (local media reporters, producers and editors, key information).
- Prepare media kits / background information at the start of the year for upcoming events, activities and milestones.
- Annually review (and update) the Social Media Policy (code of conduct) and provide to the Board for sign-off.
- Keep the Board informed about media and social media activities and opportunities.

This individual must have the following

- Excellent management & organisational skills
- Ability to present to various size groups of stakeholders
- Excellent communication skills
- Strong networking and interpersonal skills.
- Strong writing skills and knowledge of social media
- Integrity

The Marketing and Promotions Director reports directly to the IHA Board. This is a voluntary role.

All applications are to be emailed to the Executive Officer, Ice Hockey Australia office@iha.org.au no later than 15th June 2020.