

# SOLID STATE HOCKEY™

SUCCESS IS THE SUM OF THE DETAILS

## DIRECTOR OF MEDIA AND MARKETING - PART-TIME

**Supervisor:** DIRECTOR OF HOCKEY OPERATIONS

### **General Job Description:**

Solid State Hockey, LLC is looking for a talented Director of Media and Marketing to create and maintain a strong online and IN person presence for our company. Your role is to implement online marketing strategies through social media accounts and generate in person relationships while providing pertinent SSH information.

If you are a tech-savvy professional with an interest in communicating with clients through online and in person channels, we would like to meet you.

### **Essential Duties and Responsibilities:**

1. Cultivate and maintain strong media relationships.
2. Develop a marketing communications plan including strategy, goals, budget and tactics
3. Promoting upcoming SSH events
4. Informing players/parents about SSH
5. Relationship building and trackable growth
6. Oversee social media accounts
7. Suggest new ways to attract prospective customers, like promotions and competitions
8. Stay up to date with changes in all social platforms ensuring maximum effectiveness

### **Peripheral Duties and Responsibilities :**

- Swag sales/giveaways
- Social media content/management/disbursement
- Face of the company/Socializing with players/parents/organizations
- Video/Photo work

### **Qualifications:**

- AS or BS in a Media/marketing or related field
- Experience and/or expertise in Social Media Marketing.
- Strong motivational abilities.
- Evidence of ability to interact positively with student athletes, colleagues, and the public.
- Evidence of strong organizational skills and effective oral and written communication skills.