

Title: Advertising & Multi-media Marketing Coordinator- Chaparral Ice (Austin, TX)

Date: 4/1/17

Hiring Manager: General Manager

Status: Full Time (Exempt with Benefits [Health, Dental, Life])

Salary: \$25,000 per year plus 10% commission on advertising sales (\$15-20k potential)

Program Benefit: 100% discount on all programs



About Chaparral Ice

Chaparral Ice is Austin's premiere ice facility located at the heart of Northcross Center. As the only NHL regulation-size rink and full-service pro shop open to the public in the city, the center caters to all skill levels across nearly every sport or show on ice. For over 20 years, Chaparral Ice has provided a first-class ice experience for the Austin community, no matter the activity. The center, now owned by Ryan Raya, has fostered a community of its own as a longstanding host of ice sports, from amateur hockey to its association with Cedar Park's Texas Stars. Today, the facility is a gathering place for communities of figure skaters, hockey fans, kids' camps and snow-shy Texans looking to escape the summer sun.

Links:

<http://chaparralice.com/>

<https://www.facebook.com/chapiceaustin/>

<https://twitter.com/chapiceaustin>

POSITION SUMMARY:

Chaparral Ice is looking to fill the Advertising and Multi-media Marketing Coordinator role to assist with all functions and projects within the Executive Staff including, but not limited to, advertising efforts, marketing programs, supporter relations, public relations, social media management, research, community outreach, special events, and general administrative duties. The successful candidate will be creative, highly motivated, organized and a team player with attention to detail and demonstrated ability to multi-task.

KEY RESPONSIBILITIES (80%):

- Work directly with department executives to assist in daily advertising, marketing and public relations department operations.
- Traffic marketing department programs and initiatives.
- Research to support programs, community building, and partnership outreach, including tracking online reviews and testimonials.
- Designing, executing, and brand building via social media campaigns on Facebook, Twitter, Instagram, Snapchat and other platforms including research, content gathering, writing, editing, and proofing.
- Assist in special events planning and execution for department.
- Represent Chaparral at local and regional events, soccer tournaments, community events, and various other assigned events.
- Advertising sales and delivery of advertising materials to client satisfaction.
- Analysis of digital media, website, sales, and trends to deliver value added ideas to Chaparral Ice.
- Assistance of Customer facing Event and Game Day operations.
- Administrative duties such as travel booking, expense reports, promo item orders, meeting coordination, etc.
- Content, photography, video, and editing for newsletter and website.

- Monitoring, driving sales, and coordinating the webstore with ProShop Manager.
- Perform other duties and responsibilities as assigned.

Additional Responsibilities (20%):

- Under general supervision the hockey director, this position will be responsible for recruiting, coaching, and planning for various youth hockey teams.
- Instructs methods and strategies and coaches student-athletes in the sport.
- Coordinate with marketing efforts the way the team information will be reported to the media.
- Other coaching duties as required.

QUALIFICATIONS:

- Sports experience or sincere interest in sports, preferably Hockey/ Figure Skating
- Strong understanding of the ecosystem and landscape of amateur sports
- Customer service focus.
- Highly effective problem-solving abilities and leadership skills required.
- Excellent people skills; ability to interact professionally with internal/external partners at all levels in the organization.
- Proven ability to multitask in a fast-paced environment.
- Proficient in Microsoft office software.
- Flexibility to work necessary hours including evenings, weekends, and holidays.
- Bilingual Spanish/English a plus.
- B.A./B.S. or higher degree required.

EQUAL EMPLOYMENT OPPORTUNITY:

Chaparral strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES:

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

Applicants for employment in the U.S. must possess work authorization, which does not require sponsorship by the employer for a visa.