

## **Job Posting: Director of Strategic Communications and Brand Advancement**

The Central Collegiate Hockey Association (CCHA), an NCAA single-sport Division I men's ice hockey conference with nine members, is accepting applications for a Director of Strategic Communications and Brand Advancement. The full-time Director of Strategic Communications and Brand Advancement will develop and execute a strategic communications plan for the CCHA. The position will work remotely.

### **Required:**

- Passionate and knowledgeable about hockey
- Excellent written, verbal, and organizational skills
- Ability to work independently with deadline-driven projects
- Extensive graphic design and video editing experience - Work samples required
- Comprehensive knowledge of the Adobe Creative Suite
- Experience managing numerous social media accounts and platforms
- Demonstrated experience using data and analytics to grow and engage fan bases through digital media
- Experience developing and managing a website
- Ability to build relationships with local, regional, and national media outlets
- Ability to build relationships with member coaches, administrators, and SIDs
- Ability to work non-traditional hours, including weekends
- Ability to attend games at various CCHA arenas

### **Desirable:**

- Previous experience in NCAA college hockey
- Experience with sponsorship fulfillment

### **Job Responsibilities:**

- Maintain the league's website, [CCHA.com](http://CCHA.com), and update it on a daily basis
- Create video highlight packages for all CCHA games through Adobe Premiere or similar software

- Communicate and partner with media, member coaches, administrators, and SIDs
- Draft, post, and share press releases
- Develop and execute a strategic social media plan for the various CCHA accounts
- Use Adobe After Effects pre-made templates to generate motion graphics for all highlight packages
- Use Adobe Photoshop pre-made templates to create static gameday and press release graphics
- Coordinate and execute Players of the Week and Players of the Month awards
- Ensure box scores/stats are accurate and updated to [CCHA.com](http://CCHA.com) after each game
- Organize and plan an annual CCHA Media Day
- Manage the CCHA relationship with live streaming partner [FloHockey.tv](http://FloHockey.tv)
- Coordinate and execute the selection process for All-CCHA accolades
- Create and promote an inventory of league history (statistics, awards, digital content, etc.)
- Provide in-person support at CCHA Mason Cup and NCAA Tournament games
- Present annual communications updates during select coaches' and committee meetings and league communications directors
- Work with NCAA staff on CCHA initiatives
- Other duties as assigned by the CCHA Commissioner

**To Apply:**

Applications are being accepted until filled. Review of applications will begin immediately. Email a cover letter, resume, and writing, graphic, and video samples to [Lucia@ccha.com](mailto:Lucia@ccha.com).