

MAP Hockey Advisor — Minneapolis, MN

About MAP Advisors

MAP Hockey has been a leader in elite player development for over 20 years, training athletes from youth to professional levels. As part of a performance ecosystem including FHIT Hockey, MEGA Goaltending, and Dark Horse Performance, MAP Advisors operate alongside specialists in skating, hockey IQ, strength, and development.

Advisors focus on guiding players through their hockey journey—building development plans, increasing exposure, and leveraging a nationwide network of coaches and teams.

Why Join MAP

- Access to an elite hockey network across HS, AAA, junior, and college levels**
- Collaborative environment with top development specialists**
- Direct impact on player advancement and career pathways**
- Opportunity to build and grow your advising business within a proven system**
- Strong platform, brand credibility, and event exposure**

Job Summary

The MAP Hockey Advisor is responsible for acquiring and managing advising clients while delivering high-level guidance with integrity and professionalism. This role centers on player development strategy, family education, and maximizing opportunities through MAP's network and resources.

Core Responsibilities

Advising & Player Development

- **Conduct initial consultations and evaluate player needs**
- **Develop personalized plans, feedback, and ongoing mentorship**
- **Guide goal setting and long-term development**
- **Support academic planning, including NCAA guidance**
- **Facilitate training plans and hockey IQ programming**

Client Management & Communication

- **Maintain consistent communication with players and families**
- **Educate clients on advising structure and expectations**
- **Ensure all services are delivered effectively**
- **Build strong, trust-based relationships**

Recruiting & Business Development

- **Recruit new clients through networking, outreach, and referrals**
- **Present at events, seminars, and MAP programs**
- **Use social media to educate and attract clients**
- **Network at games, tournaments, combines, and showcases**

Program Support & Collaboration

- **Support MAP, FHIT, and MEGA initiatives**
- **Assist with tournaments, events, and roster creation**
- **Contribute to Hockey IQ and development programming**

Player Marketing & Exposure

- **Promote players to teams, leagues, and coaches**
- **Manage outreach and social media exposure**
- **Maintain updated contact databases across all levels**

Program Standards

- **Uphold MAP's advising philosophy and integrity**
 - **Deliver consistent, high-quality mentorship and service**
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Culture & Core Values

- **Provide a 1st Class Experience**
 - **Perform with Integrity**
 - **Inspire Every Athlete**
 - **Commit to Continuous Growth**
 - **Be Proactive and Accountable**
 - **Win and Grow as a Team**
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Career Path

MAP provides long-term growth opportunities with the ability to expand into leadership roles and increase influence within the organization.

Qualifications

Required

- **Strong understanding of the hockey pathway (HS, AAA, Junior, College)**
- **Established network within the hockey community**
- **Strong communication and relationship-building skills**
- **Ability to mentor and guide athletes and families**
- **Basic technology proficiency (email, Google Docs, video tools, social media)**
- **Eligible to work in the United States**

Preferred

- **Advising, recruiting, or player development experience**
 - **High-level playing or coaching background**
 - **Experience with player marketing and exposure**
 - **Public speaking or seminar experience**
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Compensation

- **Commission-based or hybrid structure**
 - **Opportunity to build and scale a personal client portfolio**
 - **Access to MAP's network, events, and resources**
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<https://darkhorseathletics.bamboohr.com/career>