



## CDA HOCKEY ACADEMY COACHING POSITION

CDA Coaching Position	<b>Approved</b>	
	<b>Revised</b>	
	<b>Reports to</b>	Director of Hockey
	<b>Indirect Reports</b>	Ownership

### Position Purpose

Under the guidance of the Director of Hockey, the individual in this position plays an important role by promoting and organizing the Hockey Program at CDA, specifically in a coaching role. The coach is responsible for the following: program development, player recruitment, evaluation of male hockey players, promotion of current players, retention and assembling various events to increase attraction to CDA such as spring showcases/camps, spring team(s), summer hockey camps, shuttle driving and hockey tournaments.

### Essential Job Functions

*Key responsibilities and duties may include, but are not limited to, the following:*

1. Execute recruitment and retention for male hockey players by:
  - **Recruiting student athletes for each academic school year to ensure sustainability for the program**
  - Developing a scouting and recruiting network for the Hockey Program at CDA
  - Scouting of potential prospect players having a minimum of 100 leads with an emphasis on male hockey
  - Following up with prospects to develop and maintain the scouting database
  - Creating and maintaining a list of names for potential student athletes after each recruiting trip
  - Providing scouting information including rosters, names, birthdates, contact information, etc. through the database
  - Recruitment of potential coaching candidates for the program in consultation with the Director of Hockey
  - Communicating with the hockey department and recruiters for new student prospects and registrations
  - Collaborating with other CDA Staff as part of the recruitment and retention plan
2. Ensure programming, development, and evaluation of the male program by:
  - Liaising with the leagues/tournaments specific to the one your team plays in
  - Organizing and formatting a curriculum/season calendar for our teams and players following the direction of the Director of Hockey
  - Participating in player evaluation for all teams, selection, development; create benchmarks for player evaluation and progress
  - Organizing and enhancing male coaches' development by attending seminars, off-ice development sessions and organizing guest coach appearances
  - Developing a yearly plan, systems book, and regular evaluations of players



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- Developing a library of coaching resources and professional development opportunities to grow as a coach
3. Enhance internal and external communications by:
    - Having continuous communication with coaches and staff members here at the CDA
    - Creating and executing a communication plan with student athletes (hockey players) and their parents/guardians; participating in on-going communication with players and parents/guardians both present and future
    - Participating in external communication with the media when required
    - Being the main contact in resolution of conflicts that may arise with parents/guardians, players, coaches' situations, or disciplinary issues directly related to your team
    - Communicating team schedule(s) and player movement information to keep website information up to date
    - Coordinating and communicating with other departments when required
    - Contacting potential student athletes (emails, letters, phone calls, meetings, etc.).
  4. Participate in the promotion of CDA and current students by:
    - a. Assisting with providing support for graduating players in finding them a suitable level of hockey post CDA
    - b. Assisting with campus day visits
  5. Plan and organize scouting and recruitment trips for the hockey program. Approval must be given by the Director of Hockey prior to going on any of the scheduled trips
  6. Development of and adherence to CDA Hockey coaching, philosophy, and systems
  7. Attend weekly coaching meetings and provide the Director of Hockey with an agenda and topics for discussion for the meeting
  8. Be prepared to represent CDA at league meetings and providing reports and updates to the Director of Hockey
  9. Organize and format spring showcases/camps under the direction of the Director of Hockey
  10. Build a CDA Spring Team program by identifying and recruiting players



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11. Assist the Director of Hockey Development with monitoring the annual budgets for your team
12. Assist in administrative duties including staffing, budget, setting summer camp dates, and the placement of staff for summer camps
13. Attend all CDA functions and speaking engagements
14. Driving players from billet homes to and from campus using company shuttles
15. Must be reliable and have your own mode of transportation

### **Success Factors**

*These competencies describe the required behaviors and expectations for this position:*

#### **Recruiting: shows the ability and work ethic to successfully recruit a full (20 players) and competitive roster**

**Accountability:** Assumes responsibility for own actions, decisions, and results. Demonstrates commitment to accomplish work in an ethical, efficient, and cost-effective manner. Exhibits a high level of dependability in all aspects of the job

**Communication:** Adapts communication strategy and interpersonal approach to a situation. Perseveres in the face of complex, hard-to-handle situations. Effectively conveys both readily apparent and underlying messages to a wide variety of audiences in diverse situations

**Customer Focus:** Anticipates, monitors, and meets the needs of CDA's customers and responds to them in an appropriate manner. Demonstrates a personal commitment to identify apparent and underlying needs and continually seeks to provide the highest quality service to all customers

**Drive for Results:** Displays the enthusiasm and desire to meet and exceed demanding objectives, targets and improve one's own performance. Sets high standards for quality of work and consistently achieves goals and targets. Focuses on the needs and satisfaction of internal and external partners/customers

**Influence and Persuasion:** The ability to convince or sway the customers of CDA to accept and adopt your point of view, particularly with the goal of obtaining their business and enrolling their children at CDA

**Integrity:** Behaves in an honest, fair and ethical manner that contributes to maintaining the integrity of CDA. Displays high standards of ethical conduct and understands the impact of violating these standards on the organization, self and others; is trustworthy

**Networking and Relationship Building:** The ability of building and maintaining effective and trusting relationships or networks of contacts with people who are, or may potentially be, helpful in the achievement of recruitment and retention goals of your program



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**Professional Knowledge:** Provides evidence in the pursuit of mastering the knowledge of coaching (hockey), retention and recruitment and any other skills pertinent to this portfolio

**Strategic Thinking and Decision Making:** Obtaining information and identifying key issues, relationships, and markets relevant to achieving long-range goals of bringing new students to CDA. Able to develop alternatives based on logical assumptions, facts, available resources, constraints, and organizational values to meet the overall goals and strategies of the College.

### **Work Environment**

As a CDA Coach, you will perform your responsibilities on CDA's campus, more specifically in the hockey office, rink, and training facility. You will also spend a considerable amount of time on the road going to games. Recruitment responsibilities will require additional travel. Some overnight travel with athletes is required during the hockey season. Work hours can vary and may include evenings and weekends throughout the hockey season

### **Physical Demands**

The physical demands described here are a representation of those that must be met by the U18 Prep HC to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

You must have the ability to sit and stand for extended periods of time; able to see within normal parameters; can hear and understand speech at normal levels, on the ice and in the office; physical agility to skate and lead practices on ice; regularly required to bend, stoop, crouch and/or kneel; capable to lift up to 25 pounds; able to perform office tasks such as using office equipment, computers and phone

### **Qualifications**

*The ideal candidate in this position will possess:*

- Post-Secondary Degree/Diploma in Business Administration and or has been in the hockey field for 5-10 years
- Demonstrated experience as a Hockey Coach; Level 5 coaching certification is an asset
- Experience in scouting and recruiting players
- Must have a clean Criminal Record Check with the Vulnerable Sector
- Must have a valid driver's license and reliable vehicle.
- Ability and willingness to travel
- Display a commitment to CDA's philosophy, principles, mission, history, and strategic plan
- A willingness to interact with the student body in a positive manner

*\*Salary to commensurate with experience*



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