

HOCKEYSTICKMAN

Job Posting – Full Time Social Media/Graphic Design Coordinator - Toronto

LOCATION: 532 Evans Ave, Toronto, ON, M8W 2V4

WHO WE ARE - At our core, we are driven by a simple mission: to offer top-notch products at unbeatable prices. Recognizing the fundamental importance of choice in hockey gear, we take immense pride in being a family-run business that offers one of the most extensive selections of sticks, gear, and accessories worldwide, catering to various price points.

By prioritizing the needs and desires of hockey families, this father and sons team which began by fixing broken sticks in the basement, has grown to include many other likeminded hockey people and garnered tremendous support from the hockey community. We remain rooted in our humble beginnings, and relentless in our commitment to making hockey accessible to all, regardless of financial means.

WHO YOU ARE - You are an energetic, highly motivated individual who recognizes this as a unique opportunity to work in both sports and digital marketing. You grew up playing hockey, and are familiar with, and passionate about hockey media. You take pride in your work and the potential to make a real difference with a small business. You are a friendly, outgoing person who likes to work with people, while also maintaining a high attention to detail and organizational skills. You are someone with a solid foundational skillset in graphic and video design, and are enthusiastic about content creation.

THE ROLE – You will be play a key role in our marketing operations, especially when it comes to creating content promoting our wide range of hockey products, and general interest content for hockey players, fans & gear nerds. You will be part of a marketing team responsible for producing daily social media & email campaign content, website content, & other marketing materials (including ads and signage). The role requires time on your feet, primarily capturing photo and video content on site and at events. You will be the go-to person on staff for graphic design and video editing. The role will also require strong writing abilities for marketing copy, blog posts, and other associated media. We are a small business and rely on everyone stepping up in different areas as necessary.

This role is supported by the Canada Summer Jobs program, and thus is only open to applicants 15-30 years old. At the conclusion of the CSJ grant (August 31st), employee performance will be reviewed and a permanent position could be offered.

WHAT YOU GET

- Chance to be break into a difficult industry, be creative and develop exciting hockey related content
- Opportunity to help grow an established hockey store with a strong online presence and engaged audience (>200k subscribers across all platforms)
- Chance to meet and network with industry professionals with established brands, pro teams, & on social media, experience facilities and some events & games
- Exciting, flexible, and fast paced work environment as we constantly change and grow
- Be part of a great team full of like-minded individuals
- Competitive hourly wage (\$20 to start) and opportunity for advancement within company

WHAT YOU BRING

- Post Secondary education in Graphic Design, Social Media, or similar; or equivalent industry experience
- Passion for the game of hockey and interest in hockey gear; an understanding of the hockey landscape on social media
- Experience with Photoshop, Illustrator, and video editing software; a portfolio of past graphic and video design work
- Familiarity with social media platforms (Instagram, TikTok, Facebook, Youtube etc) and management tools (ie Sprout)
- An open mind and a positive attitude; a willingness to take on a wide variety of tasks (including hands on work), not afraid to “get in front of the camera”
- A valid driver’s license. A valid passport is an asset as well.
- Willingness to work evenings and weekends as events dictate

HOW TO APPLY

Email Resume, portfolio of work samples, and cover letter (as soon as possible) to Sales Manager Jackson Amos – jackson@hockeystickman.com