



Director of Brand Strategy & Communications

British Columbia Hockey Conference (BCHC)

Position Summary:

The British Columbia Hockey Conference (BCHC) is seeking a dynamic, strategic, and creative communications professional to serve as its Director of Brand Strategy & Communications. Reporting directly to the BCHC Commissioner and working collaboratively with league leadership, member teams, and key stakeholders, this position will oversee all aspects of the BCHC's communications, public relations, brand management, and digital media operations.

The Director of Brand Strategy & Communications will be responsible for developing and executing a comprehensive communications strategy that enhances the BCHC's profile, strengthens stakeholder engagement, supports league growth objectives, and elevates the BCHC brand across British Columbia, Canada, and beyond.

Key Responsibilities:

Communications & Public Relations:

- Develop and implement the BCHC's overall communications strategy.
- Serve as the primary communications contact for the BCHC and its leadership.
- Lead media relations efforts, including the development of press releases, media advisories, statements, and key messaging.
- Manage media accreditation, interview requests, and press conferences.
- Build and maintain relationships with media outlets, journalists, broadcasters, and industry stakeholders.
- Provide on-site leadership and support at league events and meetings.

Broadcast, Digital Media & Content Strategy:

- Provide supervision and guidance to the BCHC's broadcast initiatives and liaise with team broadcast personnel as well as Flo Sports, the BCHC's league broadcast partner.
- Oversee all BCHC-owned digital platforms, including the league website and social media channels.
- Develop and execute comprehensive content strategies that drive audience growth, engagement, and brand awareness.

- Manage editorial calendars and content planning across all BCHC platforms.
- Coordinate the production of written, photographic, video, and graphic content.
- Monitor analytics and audience trends to optimize digital performance and engagement.

Brand Management & Strategic Planning:

- Lead the development and stewardship of the BCHC brand identity.
- Ensure consistency in branding, messaging, and visual standards across all league initiatives.
- Develop campaigns to support league events, championships, special initiatives, and strategic priorities.
- Collaborate with member teams to strengthen alignment and amplify BCHC initiatives.
- Identify opportunities to enhance the BCHC's visibility and reputation among fans, partners, communities, and prospective stakeholders.

Strategic Leadership:

- Contribute to BCHC strategic planning and organizational growth initiatives.
- Develop annual communications and brand strategies aligned with league objectives.
- Provide communications support to league committees, governance bodies, and special projects.
- Support sponsorship activation and partner communications initiatives.

Qualifications:

- Bachelor's degree, diploma or equivalent experience in Communications, Public Relations, Journalism, Sports Management, and/or a related field.
- Demonstrated track record of progressively responsible experience in communications, public relations, marketing, media relations, or digital content leadership.
- Experience within sports, entertainment, non-profit, or membership-based organizations is considered a strong asset.
- Exceptional writing, editing, and storytelling skills.
- Demonstrated experience managing websites, social media platforms, and digital content strategies.
- Strong understanding of media relations, brand management, and reputation management.
- Proficiency with content management systems, social media management tools, and analytics platforms.
- Ability to work independently while managing multiple projects and competing priorities.
- Knowledge of junior hockey and the Canadian hockey landscape is considered an asset.

Desired Attributes:

The successful candidate will be:

- A strategic thinker with strong leadership capabilities.
- An innovative communicator who understands evolving digital media trends.
- A skilled relationship builder and collaborator.

- A confident spokesperson and trusted advisor.
- Passionate about sport and community engagement.
- Highly organized, adaptable, and results-oriented.

Compensation:

Term: 1-year contract

Location: Fully remote with travel as required

Salary Range: \$45,000 to \$55,000 CAD based on qualifications and experience

Expenses: Cell phone allowance; Travel expenses as approved; Home office expenses as approved.

Application Process:

Interested candidates should submit a cover letter, résumé, and portfolio of relevant work in communications, public relations, and/or digital media to apply@bchchockey.ca.

The application deadline is Monday, June 15.

While we appreciate all expressions of interest in this position, only those selected for an interview will be contacted.