

Job Title: Social Media Coordinator – Okanagan Hockey Europe

Location: St. Pölten, Austria

Term: Full-time, Permanent, or one year contract

Start Date: April 14, 2025

Compensation: TBD

Application Deadline: April 1, 2025

Announcement Date: February 27, 2025

About Okanagan Hockey Europe

Okanagan Hockey Europe (OHE) is a world-class hockey development program committed to excellence in all areas of student-athlete training, both on and off the ice. Our mission is to create an environment that enables every student-athlete to achieve and surpass their individual potential through structure, support, knowledge, and experience.

High-level hockey and athletics with professional coaching are combined with an international education on Austria's premier multi-sport campus. Student-athletes from over 25 countries train, study, and live together while preparing for higher education and advanced hockey careers in Europe or North America.

For more information on Okanagan Hockey Europe, visit: www.okanaganeu.com

Position Overview

Okanagan Hockey Europe is seeking a dynamic and creative **Social Media Coordinator** to join our team in St. Pölten, Austria. This position is ideal for a recent Canadian graduate looking to gain international work experience while contributing to a high-performance hockey environment. Ice hockey experience is considered an asset.

The Social Media Coordinator will be responsible for developing and executing engaging content across various digital platforms to enhance OHE's online presence, engage with our audience, and promote our programs. This role involves working closely with players, coaches, and staff to capture and share behind-the-scenes moments, game highlights, and promotional materials.

Key Responsibilities

- Create, edit, and publish engaging content (photo, video, and text) for social media platforms including Instagram, TikTok, and Facebook.
- Develop posts using **Canva** and **CapCut** to ensure high-quality visuals and videos.
- Plan and execute social media content strategies aligned with OHE's branding and marketing goals.
- Capture on-ice and off-ice content, attending morning practices and gym sessions as needed.
- Conduct short-form interviews using a **mini mic**, preparing questions in advance for players.
- Monitor social media trends and implement innovative content ideas to boost engagement.

- Organize and transfer video files from phone to computer for editing and archiving.
- Travel with teams occasionally to document events and capture live content.
- Collaborate with the marketing team to align social media efforts with overall promotional strategies.

Qualifications & Requirements

- Strong understanding and hands-on experience with **TikTok, Instagram, Canva, and CapCut.**
- Ability to capture and edit engaging video content, following the latest social media trends.
- Knowledge of social media algorithms and best practices to maximize engagement.
- Excellent verbal and written communication skills in **English.**
- Strong organizational and time management skills with the ability to handle multiple tasks and deadlines.
- Ability to work independently and collaboratively in a fast-paced environment.
- Ice hockey experience or familiarity with the sport is an asset.
- Must pass a company screening, including a criminal record check.

Application Process

Qualified applicants are invited to submit their **cover letter and resume** to General Manager, Rico Rossi <mailto:rico.rossi@okanaganhockey.eu> by **April 1, 2025.**

Only candidates selected for an interview will be contacted.