

AHAI Communications Manager Independent Contractor Position

Communications Director is responsible for the overall AHAI communications and brand continuity on all electronic, social media, and traditional communications tools.

The goals and responsibilities of the position include facilitating the growth and positive perception of AHAI as more than just a governing body by increasing the flow of timely, relevant and interesting information and celebrating the successes of our Associations and their individual teams and skaters using all means available including newsletters, social media and traditional media.

Advertise, promote, and raise awareness through Social Media and Publications responsibilities of key AHAI sponsored events.

Job Description and Responsibilities:

Publications:

AHAI Newsletter, SNAPSHOT Monthly Publication

- Identify a list of articles to be included in each Monthly newsletter
- Send deadline reminders 1 week out, 3 days out, and if needed day of deadline
- Maintain an up-to-date distribution list
- Create graphics for each publication
- Write, solicit, or edit articles as needed to insure content
- Responsible for soliciting articles from freelance writers (on-going freelance writer(s))
- Responsible for creating and submitting freelance writer invoice to AHAI Treasurer

Monthly Newsletters:

IHSHL SNAPSHOT - Monthly Publication (6 per Year)

- Maintain a current distribution list for appropriate age group (High School)
- Assist in identifying/writing articles relevant to publication
- Create graphics as needed

ADM SNAPSHOT - Monthly publication (6 per Year)

- Maintain a current distribution list for appropriate age group (Mites/Squirts)
- Assist in identifying/writing articles relevant to publication
- Create graphics as needed

GIRLS SNAPSHOT - Monthly publication (6 per Year)

- Maintain a current distribution list for appropriate demographic (girls)
- Assist in identifying/writing articles relevant to publication
- Create graphics as needed

COUNTDOWN TO STATE NEWSLETTER (January)

Gather all information, All-State Rosters, Pictures, links to live-stream from Cube, etc.

- Create graphics, layout, and links to all relevant information

Newsletter Archive

- Maintain an online archive on ahaienews.com of all Snapshot, IHSHL Snapshot, Girls Snapshot and ADM Snapshot Newsletters

Communications analysis:

- Analyze statistical data following each distribution of each electronic publication
- Analyze social media reach/impressions and engagement for each page and adjust posts/tweets to continually grow and engage AHAI audience
- Create and analyze Surveys as requested by AHAI BOD
- Collecting and creating a report of all statistical data for each monthly AHAI board meeting, including do not read stats or other relevant data to increase awareness and make recommendations and take appropriate actions to improve AHAI brand awareness
- Maintain Constant Contact Advertising Account

Social Media

- Maintain and moderate AHAI Facebook page daily
- Maintain and moderate AHAI Twitter page daily
- Maintain and moderate AHAI Instagram page daily
- Tweet/post photos and information of AHAI or USAH functions(i.e. Night of Tribute, Presidents Dinner)
- Subscribe to and gather relevant content to post to FB, Instagram and Twitter daily to grow followers and inform our membership
- Follow relevant social media accounts (USA Hockey, NAHL, USHL, USA Hockey Magazine, etc.) - subscribe to be notified when they post/tweet.
- Manage all aspects of AHAI Photo of the Month Contest (October through March)
- AHAI Blackhawks Ticket giveaway contest (October through March) - create contest, monitor, randomly choose winner and follow up.

Web site Responsibilities:

- Provide AHAI Web master with articles and information for AHAI website
- Maintain a current AHAI calendar on AHAI web site

- Manage all content on www.ahaienews.com
- Answer email/phone communication with AHAI members in a timely manner and directing such inquiries to appropriate person within AHAI

EVENT ATTENDANCE: (if requested by AHAI President or Designee)

- Attend AHAI Committee or Board meetings if requested by AHAI President
- Attend and AHAI Annual Meeting
- Attend AHAI Retreat if requested by AHAI President
- Attend USA Hockey Winter/Annual Meeting if requested by AHAI President.
- Attend AHAI events if requested by AHAI President - College Night, IHOF, Blackhawk Alumni Scholarship luncheon, All-State Games, State Tournament, golf tournament
- Coordinate with Game Time Broadcasting (GTB) for live-streaming broadcasts of All-State games and related activities as requested by AHAI President, including identifying sponsor(s) for broadcasts
- Attend High School Red Varsity, Combined Varsity Semis and Girls Varsity Championships
- Coordinate live-streaming of these 5 events with GTB and related activities as requested by AHAI President, including identifying sponsor(s) for broadcasts

OTHER RESPONSIBILITIES

AHAI ANNUAL MEETING

- Serve on the AHAI Annual Meeting committee
- Responsible for pre-meeting survey, post-meeting survey
- Create annual meeting registration portal
- Responsible for organizing meeting vendors

CHICAGO BLACKHAWKS RELATIONSHIP LIAISON

- Support AHAI's relationship with the Chicago Blackhawks and post articles requested by Chicago Blackhawks and approved by AHAI President or designee, such as ticket offers, Little Blackhawks, BMO Harris Bank Player, Coach and Volunteer of the Month, Captain of the Month, Referee of the Month
- Maintain daily social media presence (feeds to and from) with Blackhawks

A STEP aHEAD Program

- Serve on the A Step aHead committee;
- Create and send A Step aHead marketing blasts
- Manage communications to member clubs regarding the program.
- Maintain the A Step aHead social media calendar July-November
- Manage communications associated with A Step aHead Events, including pre event details (invitation, tracking etc) and post event details (survey, follow up etc.)

AHAI COACH OF THE YEAR NOMINATIONS

- Build nomination forms
- Market Nominations through Newsletter, Social Media and websites
- Collect data and create weekly reports for AHAI committee chairs responsible for disabled, youth, girls and high school

COMMUNICATION SUPPORT

- Communicate with and research Illinois Media outlets and other relevant sources to fulfill roles and responsibilities
- Communicate with USA Hockey and coordinate communications consistent with job description
- Publish time-of-year relevant information: tryout guide, how to survive playoffs, AHAI Holiday Guide, Thanksgiving Tournament Tips, etc.
- Communication with leagues (NIHL, CSDL, Tier I, High School) to gather information to publish pertinent league information (i.e. NIHL Game of the Week, league champions, other highlights.)

ADVERTISING | SPONSORSHIP PROGRAM

AHAI Communications Manager is responsible for maintaining the AHAI Advertising and Sponsorship Program. Responsibilities include, but are not limited to:

- Annually update the AHAI Advertising Sponsorship program as needed (tweak packages, review pricing, etc.)
- Maintain relationships with existing sponsors
- Meet with perspective sponsors, create proposals and follow-up
- Create all custom direct marketing emails - generally includes many drafts and revisions before final ad approval
- supply a direct marketing ad results to advertisers: open rate and detailed click rate - how many people clicked on each individual link
- create invoices
- track payments
- follow up on all delinquent payments
- Monthly detailed ad/sponsorship report for AHAI Board of Directors
- Vendors for AHAI Annual Meeting

Send resume to:

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