



# Position Description Female Hockey Director

C H E S T E R M E R E M I N O R H O C K E Y



**Voting Member:** No



**Reporting Manager:**  
CMHA President



**TERM:** 1 Year

The information given below is intended to provide an understanding and appreciation of the general role. The position description outlines the main purposes in general terms only and is not intended to be prescriptive.

You may be required to carry out other duties in order to commensurate with the role. This will not change the character or purpose of the role but will be necessary to maintain the high standards of CMHA.

This position description may be altered from time to time to meet the changing needs of the Association.

## POSITION OVERVIEW

Under the guidance of the Vice President and President, the Female Hockey Director will lead the delivery of strategic recruitment and retention objectives and continued sustainability and growth of girls hockey programs and diversity initiatives within CMHA. Through active collaboration with Marketing & Communications, the Director sets priorities, initiates and develops marketing plans and campaigns to drive a strategic participation plan that resonates with Members and women and girls in hockey. The Director will also lead a collaborative approach within the hockey ecosystem for the advancement of women in key roles e.g., leadership, coaching, and officiating.

## GENERAL DUTIES / KEY RESPONSIBILITIES

- Work closely with the CMHA Board and Member leaders and external stakeholders to assist in understanding existing environment and barriers to participation and make recommendations
- to create a more inclusive space
- Work closely with internal and external stakeholders to increase opportunities for women in coaching and leadership roles within the hockey ecosystem
- Provide leadership in order to communicate value proposition through marketing of a participation strategy
- Use analytics to make informed decisions and recommendations for growth strategies and to define the success of targeted gender focused programs
- Provide leadership on strategic objectives for women and girls for the retention and recruitment to the game (player, coach, official, leader)
- Drives a culture of constant improvement, identifying and implementing strategies in order to increase system-wide recruiting effectiveness and efficiency within the Members
- Ensures best practices are captured, shared, and integrated to drive a culture of creativity and inclusivity
- Work with the CMHA Board to influence progress towards an inclusive environment and sustained progress for the role of women and girls in hockey
- Establish metrics to measure the effectiveness and impact of programs to optimize opportunities for women and girls in hockey

Position Description Review Date: December 12, 2022	Board Approved (Y)
--	--------------------