



## **Avalon Minor Hockey Association**

**244B Pennywell Road | St. John's NL | A1C 2L6 | [www.AvalonCeltics.com](http://www.AvalonCeltics.com) |  
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### **Avalon Minor Hockey and Celtics Centre Hockey Corp seeks an Executive Director!**

Do you love working with kids and families? Do you have a background in hockey and love to share your experience and expertise to grow the game? Do you enjoy creating a fun, engaging environment where players, coaches, families, and spectators thrive with positive energy? We offer an exciting opportunity to use your skills in a purpose-driven and rewarding environment.

Avalon Minor Hockey Association (AMHA) is one of the leading minor hockey associations in NL. Our sister organization, the Celtics Centre Hockey Corporation (CCHC), operates DF Barnes Arena - one of the most accessible and experiential sport venues in the province, creating an unrivalled atmosphere for hockey and other social activities. Our vision of athlete development is supported through a strong coaching program and on/off ice programming that develops high performance players and ensures that players of all levels reach their full potential. We aim to grow our membership, community partners and sponsors and, together, make the Association accessible, fun, and engaging.

AMHA/CCHC is seeking **an Executive Director** to help guide our organizations. Reporting to the Board of Directors of AMHA/CCHC, the position is based in St. John's.

#### **About the Executive Director Role**

The Executive Director leads the development and delivery of hockey programming for the Association and is responsible for all aspects of player and coach development. You are also responsible for overseeing the general operations of DF Barnes Arena. You are the senior leader of our organizations and will manage full time and part time staff in areas such as technical hockey programming, rink operations, and administration. You are responsible for administrative responsibilities as assigned to ensure AMHA/CCHC successfully meets its vision and objectives. You are experienced in hockey and fully understand and advocate for the role that the sport plays in our communities, in our families and in the growth of children, youth and adults. You are passionate about the game and bring an energy to the rink and the office every day that inspires those around you. It is an asset if you are fully accredited and trained in Hockey Canada standards and athlete development models. You will oversee our operations and programming to ensure quality service to our hockey family and efficient, cost-effective

management of our resources. You understand the important role of community partners and you can build strong relationships across the organization, the region, and the province. You know how to work with and mobilize a strong volunteer base and understand your role and responsibilities in supporting a Board of Directors.

### **Key Activities**

- Provide leadership, with technical assistance from staff and volunteers, on the design and development of on-ice programming for AMHA players and coaches that reflects Hockey Canada guidelines and enhances player development for all age and skill levels.
- Oversee all operations of DF Barnes Arena to ensure a safe, efficient operation that maintains high customer service standards, quality product (great ice!) and an enjoyable experience for players and patrons.
- Identify, develop, and support coaches (with support from technical staff) with the goal of promoting their skill progression to higher levels of coaching capability and retaining their engagement with the AMHA
- Liaise with the Referee-in-Chief and other referee/officials' bodies to ensure effective use and development of officials.
- Provide regular reports to the Executive and the Board as it relates to the programming of AMHA and operations of CCHC.
- Promote player skill development at the house league and all-star levels for all age divisions.
- Maintain a strong working knowledge of Hockey Canada's Long-Term Player Development (LTPD) and Long-Term Athlete Development (LTAD) models with the purpose to ensure AMHA embraces these development models in its programming.
- Ensure the facility always meets all municipal and provincial safety regulations and fire codes. Develop and update safety policies and ensure staff are fully trained to perform their roles.
- Ensure excellence of ice quality, in conjunction with assigned arena staff.
- Maintain current information regarding fees, programs, schedules, and rental availability and provide accurate and timely information to customers.
- Liaise with clients, suppliers, recreation and sport bodies and other community organizations that utilize the facility or support our operations.

### **Administrative Responsibilities:**

- Oversee the scheduling of AMHA programs and the management of ice time with CCHC.
- Coordinate and oversee the registration process for players, coaches, volunteers and teams, including payment, record, and submission of required documentation (Respect in Sport, Vulnerable Sector Check, etc), and all liaison with Hockey NL as required.
- With the Finance Committee, provide input and advice on the development of the annual budget for AMHA/CCHC. Develop and deliver, under the direction of the Operations Committee, an annual repair and maintenance program for the facility.
- Administer and manage other financial responsibilities such as procurement of supplies and equipment necessary for the successful delivery of hockey programming and rink operations.

- Liaise with any vendors or subcontractors that may operate within the facility (e.g. canteen operations) and escalate questions or concerns to the Operations Committee as required.
- Manage the assets of the AMHA/CCHC such as equipment, jerseys, and other tangible assets.
- With the Sponsorship Committee, support the administration and activation of sponsor contracts to ensure AMHA/CCHC fully implements sponsor benefit packages and optimizes sponsor partnerships.
- Support the Executive in the maintenance of the social media and website accounts for AMHA/CCHC.

#### **Requirements:**

- You are an experienced manager, with a strong knowledge of hockey. You may have gained this experience from coaching, operations management (ideally with rinks), and through exposure to elite hockey as a player/coach/administrator or through some combination of all. AMHA/CCHC also sees those with a general background in sports administration and management as very suitable candidates.
- It would be considered an asset if you had a minimum of NCCP Coach 2 or Development 2 Hockey Canada certificate, plus 5 years coaching experience with players under the age of 18.
- Speak-Out, Respect in Sport, Respect in Coaching and other certification as deemed necessary by Hockey Canada, Hockey NL and / or AMHA.
- All appropriate security clearances (i.e. RCMP, Vulnerable Sector).
- Excellent oral and written communication skills.
- Understanding of and ability to work with volunteers.
- Excellent organizational skills.
- Able to work flexible hours (evenings, weekends, etc).
- Experience serving as a role model to our youth, while exemplifying the values of AMHA, Hockey NL and Hockey Canada; and a passion for youth and hockey, with proven success working within a leadership group.

Salary is commensurate with experience and background.

If you want to join our amazing team of volunteers and partners, please apply to: [secretary@avalonceltics.com](mailto:secretary@avalonceltics.com). Include a resume and, optionally, a cover letter.

We thank all who apply but will only contact candidates selected for an interview.

Any inquiries or questions may also be placed with this contact email. Deadline to apply is April 6, 2025.