



MANAGER OF GAME ENTERTAINMENT

PRIMARY OBJECTIVE

Take your live-entertainment production experience to the next level as Manager, Game Entertainment for all Belleville Senators! We are searching for the right producer to create the best in-arena experience in the American Hockey League. Your stage is the newly renovated Yardmen Arena with its state-of-the-art sound and video equipment and you have been given a blank canvass to deliver our vision in a memorable way. The Manager, Game Entertainment must be a passionate and creative leader who can deliver. You can effectively lead, influence, and communicate our vision to multiple internal stakeholders including part-time employees, players, coaches and most importantly our fans. This person will be the creative visionary to design the most impactful game presentation in the AHL. As a new team this is a unique opportunity to build our game presentation from the ground up.

The right candidate for this job will begin his/her duties in the Spring of 2017.

RESPONSIBILITIES

Strategic Mindset and Vision

- Ability to transform and maintain a new in-game experience identity and culture
- Experience working collaboratively in decision-making processes with senior business executives
- Ability to set a creative vision, identity, and strategy for the in-arena experience

Personal Motivation and Goals

- Desire to "over-deliver" for the customer experience within a sports environment
- Always looking to "Wow" the fans
- Exceptionally self-motivated and directed

Game Entertainment

- Maximize In-Game Fan Experience and deliver a complete entertainment event
- Create an exciting and entertaining program in order to enhance the overall in-game fan experience at all Belleville Senator home games.
- Work with marketing to develop a fan-focused research plan to influence the in-game fan experience strategy and identity
- Work with revenue departments to ensure our planning and execution is effective and efficient that meets our business objectives and enhances the fans' experience
- Generate new ideas and oversee the production of in-game video features and vignettes, promotional and advertising spots, and special projects. He/she will serve as the producer for all Belleville Senator home games, and coordinate all on-ice presentations and pre-game events.

- Ensure continuous evolution of the fan experience by using all possible tools such as video screens, choreography of live music, taped music, crowd initiatives, special presentations, anthem singers, mascots, ceremonies and any other elements that help create the highest level of fan engagement and entertainment.
- Continually research new, refreshing ideas from other teams/venues, sports leagues and other live entertainment groups that will enhance and improve the overall game entertainment.
- Develop intermission activities for home games including but not limited to; developing and creating the activity, preparing complete scripts for intermissions, conducting rehearsals, working with staff to secure sponsorship, and overall scheduling to make sure intermissions are not repetitive.
- Liaise with other team members to integrate sponsorship and promotions into the game atmosphere/presentation that will engage fans.
- Oversee the execution of various one off events that may include unique or extra entertainment such as opening night, special playoff experiences (such as plaza parties), fanfest, etc.
- Serve as the liaison between the Game Entertainment staff and various departments within the organization.
- Hire, train, recruit and retain part time event team members

Audio & Video

- Supervise the development and production of all Belleville Senators content creation/production needs
- Manage in-house editing & production suite for both event day production, pre-produced projects as well as digital and social video content as required.
- Research and supervise the selection of all in-game, pre-game and post-game music.

Special Events

- Assist staff in the execution of production/video needs of special events such as Golf Tournament, Fan Fests, Season Ticket Holder events, etc.
- Assist with developing, and executing the numerous community programs and special events that Belleville Senators develop or participate in.

REQUIRED EXPERIENCE

- 5 years experience managing game entertainment for professional sports teams
- Strong creative skills and a demonstrated ability to engage people through creativity
- Creative thinker with an ability to take initiative
- Excellent knowledge of live sporting events, with a particular focus on hockey
- University degree in sports marketing or equivalent
- Strong understanding of the required creative suite of products to get the job done
- Ideal candidate is self sufficient in video production and comfortable with basic graphic design
- Ability to work under pressure and on multiple projects
- Ability to work evenings and weekends as required by game and event schedule

To apply please send your cover letter, resume and available start date to jobs@bellevillesens.com and include the position of Manager of Game Operations in your cover letter. Job will remain open until filled.