



YOUTH HOCKEY AMBASSADOR JOB DESCRIPTION

OneGoal's mission is to grow participation in the sport of hockey among four to eight year-old boys and girls across North America. We are seeking passionate hockey parents to act as Youth Hockey Ambassadors to essentially become advocates for the sport of hockey and help bring the OneGoal mission to life. We want to utilize your dedication and love of the game to help introduce new families to the sport.

WE'RE LOOKING FOR:

- Highly-involved hockey parents with outgoing, encouraging personalities
- Willingness to connect with new hockey parents or those who would like to become hockey parents and help grow the game
- Experience with writing or blogging
- Involvement in social media (Facebook, Twitter, blogs, parent networks, etc.)

We want to have Youth Hockey Ambassadors engage with parents who have young children who are not already connected to hockey, showcase the positive things that are associated with the sport and help get more boys and girls on the ice. Our ultimate goal is to increase awareness of, and participation in, OneGoal-sponsored Try Hockey events across the nation.

YOUTH HOCKEY AMBASSADOR'S RESPONSIBILITIES:

- Act as an advocate in your local market of OneGoal's mission to grow participation in youth hockey among four-to-eight-year-olds
- Organize logistical details with OneGoal, USA Hockey, and local rinks and associations
- Promote the Try Hockey events by engaging with your friends and neighbors via Facebook, social media, word of mouth and grassroots marketing efforts
- Create video and photo content for OneGoal blog and Facebook page
- Author monthly blog posts detailing your experiences and perspectives as a hockey parent
- Promote OneGoal's starter set equipment program to local associations and rinks
- Support event promotion and logistics
- Attend a series of three conference call training sessions throughout the year
- Encourage and connect with the next generation of hockey parents and players

TIME COMMITMENT:

A one year commitment to of hockey promotion within local market (July 2010 – June 2011)

RESOURCES:

OneGoal will provide you with approved images, templates, talking points and messaging to help equip you for your local outreach efforts. In addition, you will receive a Flipcam, OneGoal-branded attire, and will have the opportunity to earn a celebrity coaching clinic for your local youth hockey association.



Interested or know someone who would be? Contact info@onegoal.com to get involved.