



Reports To: Chief Hockey Officer (CHO)

Location: North America (Remote with travel required)

Status: Full-Time | Senior Leadership Role

About Play Hockey

PLAY Hockey is a global leader in youth hockey events, teams, tours and development programs. Headquartered in Winnipeg, MB with offices and operations across North America and Europe, the company is growing the game for female and male players of all skill levels at over 110 annual events in seven countries. PLAY Hockey is focused on providing best-in-class experiences for players, families, and community partners. The organization provides opportunities for young players to build friendships, have fun, and create family memories that last a lifetime.

Role Overview

The Vice President of Female Hockey will be the driving force behind growing, evolving, and executing the female hockey strategy across all verticals at Play Hockey. This is a rare opportunity for a visionary and well-connected leader to shape the future of the girls' and women's game across multiple countries and age levels.

You will:

- Lead the design and execution of new and existing female-specific tournaments, teams, showcases, and international tours.
- Build a powerful network of partners and collaborators — from NCAA coaches and club directors to scouts and prep programs.
- Integrate female hockey as a pillar of growth in Play Hockey's broader business strategy.

This is a senior executive role that blends strategic vision, operational leadership, and industry relationships to create sustainable impact. This role is both strategic and operational — part builder, part connector, and part brand ambassador. You will be expected to lead and scale Play Hockey's female hockey presence across North America and internationally, with the influence and innovation to shape the future of the sport.

Key Responsibilities

Strategic Growth & Development

- Be an influential voice within the North American female hockey landscape.
- With the support of Play Hockey's executive leadership, build and execute a multi-year roadmap to grow female hockey within Play Hockey's core pillars: events, teams, tours, and training. The roadmap will include:
 - Leading the expansion of existing programs



- Leading the creation of new program offerings
- Identifying key regions and markets for expansion and building implementation plans
- Forging strategic partnerships and alliances with like-minded organizations to increase exposure and opportunity for female athletes.
- Establish and maintain a network across the sanctioned and unsanctioned female hockey ecosystem, including:
 - AAA and AA clubs and organizations
 - Minor Hockey Associations
 - PWHL
 - Collegiate programs (NCAA, U Sports)
 - National Team pipelines and scouting organizations

Hockey Operations

- Oversee the delivery and execution of Play Hockey's female tournaments, teams, and tour operations in North America.
- Working with the female hockey team to improve internal operations - improving the consistency, reliability, and efficiency of how programming is delivered.
- Working with the female hockey team to improve recruiting and sales. This includes traditional recruiting activities as well as working with Play Hockey's marketing and media group to develop supporting content for social media.

Business Operations

- Build and manage budgets for each female hockey vertical (events, teams, tours, training).
- Set growth targets for registration, net promoter score (NPS), and profitability.
- Collaborate with the CHO, finance, and marketing departments on execution and reporting.
- Use internal software and business tools to track registration trends, customer communications, and operational workflows.

All other tasks and duties as assigned.

What You Bring

The successful candidate will bring a strong combination of the following experiences and attributes:

- leadership experience in female hockey — ideally across different levels (youth, junior, collegiate, national).



- Post secondary education
 - 5 years experience working within female hockey
 - Strong computer skills and proficient in Google Workspace or Microsoft applications
 - A proven ability to build programs, grow participation, and deliver elite experiences.
 - Strong understanding of both sanctioned (Hockey Canada, USA Hockey, etc.) and unsanctioned environments.
 - A powerful personal or professional network across North American female hockey.
 - Entrepreneurial mindset with operational grit and business acumen.
 - Willingness to travel to key events, tours, showcases, and partner activations.
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Bonus Experience

- Familiarity with high-performance pathways, NCAA recruiting, or international competition.
- A player or coach background at a competitive level.

How to Apply

Play Hockey offers a compensation package with a base salary, variable/incentive pay, vacation, benefits program, and hybrid work environment. If you are interested in joining our team, please submit your resume to careers@playhockey.com

While we appreciate the interest of all applicants, only those under consideration will be contacted for an interview. Thank you for your interest in Play Hockey.