

Job Title:

Event Coordinator – Westcan

Location: British Columbia (based) – travel required within Western Canada

Employment Type: Full-Time

Reports To: Westcan Regional Manager – Tournament Operations

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.

Position Overview

The Tournament Coordinator – Westcan plays a key support role within the Play Hockey Western Canada team, assisting the Westcan Regional Manager in planning, coordinating, and executing tournaments, camps, and programming. Based in British Columbia, this role focuses on operational support, team recruiting, and enhancing the overall participant experience across Play Hockey events in the region.

This position is ideal for someone who is detail-oriented, thrives in a dynamic environment, and is passionate about hockey and event operations.

Key Responsibilities

Event Coordination & Operations

- Work closely with the Westcan Regional Manager to plan and deliver high-quality tournaments, camps, and events across Western Canada.
- Venue bookings, scheduling, equipment preparation, and coordination of officials and volunteers.



- Provide on-site support during events, ensuring smooth operations and quick problem-solving when issues arise.
- Manage event logistics for individual entry tournaments and specialized hockey camps.

Sales, Recruiting & Scouting

- Recruiting efforts for tournaments, teams, camps, and tours within the Western Canada region.
- Build and maintain relationships with team managers, coaches, associations, and parent connectors.
- Assist with the registration process and participant onboarding to maximize event growth.

Program Development

- Collaborate with the Regional Manager to develop and expand hockey programming in British Columbia and Alberta regions.
- Identify new opportunities for events, partnerships, and player development initiatives.
- Provide feedback and recommendations to enhance programming and participant experiences.

Travel & On-Site Support

- Attend and operate tournaments and events across Western Canada as required.
- Act as an operational lead when delegated, ensuring Play Hockey maintains high-quality standards.



Communication

- Maintain clear and professional communication with teams, parents, venues, and officials.
- Coordinate internally with other Play Hockey regions and departments to support cross-selling opportunities.
- Participate in weekly team meetings and provide updates on event operations, recruiting progress, and sales initiatives.

Administrative Support

- Keep Play Hockey's CRM system updated with contacts, recruiting notes, and event information.
- Assist in preparing reports and summaries for management regarding event performance, participation data, and recruiting results.

Qualifications

- Experience in event coordination, tournament operations, or sports administration.
- Strong passion for hockey with knowledge of player development pathways and tournament structures.
- Excellent organizational skills with the ability to manage multiple tasks simultaneously.
- Strong interpersonal and communication skills to build relationships with coaches, teams, and families.
- Comfortable working evenings and weekends during events, with regional travel required.
- Proficiency with Google Workspace, and familiarity with tournament management software is an asset.
- Experience with CRM systems and reporting tools preferred but not required.



Why Join Play Hockey

- Be part of North America's largest youth hockey event company.
- Work closely with a passionate, high-performing team in Western Canada.
- Gain hands-on experience managing large-scale events and developing hockey programming.
- Opportunities for growth and advancement into senior operations roles.

How to Apply

Submit your **resume** and **cover letter** to careers@playhockey.com with the subject line:
"Application – Tournament Coordinator – Westcan."

