

Job Description: Gameday Coordinator

Position Title

Gameday Coordinator

Reports To

Director of Game Operations (or designated Game Operations Manager)

Position Summary

The Gameday Coordinator is responsible for planning, coordinating, and executing all non-hockey operations during Nelson Leafs Junior A home games. This role ensures a professional, organized, and entertaining game-day experience by overseeing arena setup, sponsor activations, fan engagement activities, volunteer coordination, and operational support for game officials and the visiting team.

The Gameday Coordinator serves as the central point of contact for game-day logistics, working closely with staff, volunteers, arena personnel, sponsors, and officials to ensure all activities are completed safely, efficiently, and on schedule.

Key Responsibilities

Game Operations

- Execute the official game script and coordinate all pre-game, in-game, and intermission activities.
- Ensure all game-day operations are prepared and running according to schedule. • Coordinate with arena staff, media personnel, scorekeepers, and game operations staff to maintain a seamless event.
- Respond to operational issues and assist in resolving them promptly.

Arena Setup

- Assist with pre-game setup of sponsor signage, promotional displays, and fan engagement areas.
- Prepare contest materials, promotional items, and equipment prior to opening the arena to spectators.
- Verify all game-day operational areas are ready before puck drop.

Sponsor Activations

- Coordinate and implement sponsor promotions and contractual activations. •

Ensure sponsor signage and branding are displayed correctly throughout the arena.

- Support sponsor recognition during the game according to the official game script.

Fan Engagement

- Coordinate and oversee fan promotions including:
 - Chuck-a-Puck
 - Shoot-to-Win contests
 - Intermission minor hockey games
 - 50/50 draws
 - Additional promotional activities
- Ensure contests are conducted safely and prizes are distributed appropriately.
- Help create an exciting and engaging fan experience.

Officials & Visiting Team Support

- Prepare and distribute game packages for officials upon arrival.
- Serve as the primary contact for officials regarding game-day needs.
- Ensure the visiting team receives the scorekeeping tablet prior to the game.
- Assist with hospitality and operational requests for officials and visiting teams.

Volunteer Coordination

- Recruit, organize, and supervise game-day volunteers.
- Assign volunteer duties and provide pre-game briefings.
- Ensure volunteers are in position before game time and supported throughout the event.

Post-Game Responsibilities

- Assist with the removal and storage of promotional materials and equipment.
- Ensure sponsor materials and contest supplies are collected and stored properly.
- Confirm the electronic scorekeeping tablet has been signed off by the officials.
- Verify the official game scoresheet has been successfully uploaded.
- Report operational concerns or recommendations to management.

Qualifications

- Strong organizational, communication, and leadership skills.
- Ability to multitask and perform effectively in a fast-paced live event environment.
- Excellent customer service and interpersonal skills.
- Experience in sports, event management, promotions, or hospitality is considered an asset.

- Ability to work collaboratively with staff, volunteers, officials, sponsors, and arena personnel.
- Availability to work evenings, weekends, and holidays throughout the hockey season.

Working Conditions

- Part-time, seasonal position.
- Primarily evenings and weekends during the hockey season.
- Requires standing and walking for extended periods.
- May involve lifting and moving promotional equipment and event materials.

Objective

To deliver a safe, organized, and entertaining Junior A hockey game experience by ensuring all game-day operations, promotions, sponsor activations, volunteer activities, and fan engagement initiatives are executed professionally and efficiently.