



NORTH VANCOUVER MINOR HOCKEY ASSOCIATION

CONTRACT SERVICES OPPORTUNITY

Posting Date: May 1, 2026	Role Type: Contract (9 months)
Closing Date: May 22, 2026	Position Title: Grassroots Lead

The North Vancouver Minor Hockey Association (NVMHA) operates under a volunteer Board and is supported by contracted administrative and development professionals.

Purpose of this Contract

We are seeking a **Grassroots Lead** - an awesome role for someone who loves working with young kids, enjoys being around sport, and takes pride in making the early years' hockey experience fun, welcoming, and easy to navigate for families.

This role is responsible for the delivery and coordination of introductory hockey programs and the onboarding experience for new players and families. It plays a key part in supporting NVMHA's mission of providing a fun, safe, and development-focused hockey experience by building strong early engagement and clear pathways into minor hockey.

All qualified individuals ("Proponents") are invited to submit their proposals for the provision of services below ("Work").

Scope of Work

The successful Proponent will provide services to support the operations of NVMHA in the role of Grassroots Lead.

The detailed responsibilities are outlined below.

Duties and Key Responsibilities

Program Delivery & Growth

- Lead the delivery and ongoing development of introductory programs (e.g., Mini-Storm, First Shift, and entry-level programming)
- Own the coordination and execution of the Mini-Storm program, including working with partners to secure equipment and support equipment fitting

- Support participation growth through community outreach and engagement initiatives
- Identify opportunities to improve program accessibility and overall experience
- Identify and develop new and innovative participation pathways, partnerships, and intake opportunities
- Guide the transition of players from introductory programs into team-based hockey

Onboarding & Parent Experience

- Deliver a structured onboarding experience for new players and families
- Coordinate parent education sessions and onboarding communications
- Ensure a welcoming, organized, and consistent early experience across all entry-level programs
- Serve as a primary point of contact for new families entering the Association, ensuring a smooth and positive onboarding experience

Volunteer & Program Support

- Support delivery of program curriculum in collaboration with technical instructors
- Ensure volunteers are informed, prepared, and supported in their roles
- Identify, recruit, onboard, and support volunteer on-ice helpers, coaches, and team managers within grassroots programming
- Coordinate on-ice helpers and volunteers to support program delivery
- Support Hockey Canada Safety Program (HCSP) requirements and onboarding of volunteers
- Contribute to the development of the Association's future volunteer pipeline by supporting and mentoring new volunteers

Events & Engagement

- Plan and execute key grassroots events, including Skate with Santa and end-of-season Jamboree, in collaboration with Division Directors and the Volunteer Director
- Support early-season engagement and community-building initiatives
- Work with Hockey Operations to ensure consistent communication to membership
- Plan and execute Try Hockey and parent education events

Role Alignment

The Grassroots Lead works closely with the Director of Hockey Operations to ensure alignment with Association standards, development philosophy, and program priorities.

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The Grassroots Lead works in partnership with Division Directors, who are primarily responsible for divisional administration, communication, and coordination.

Technical on-ice programming is delivered by qualified instructors, with the Grassroots Lead supporting coordination and execution.

This role focuses on participation growth, onboarding experience, program coordination, and early-stage player and family engagement.

Key Deliverables

Deliverables include, but are not limited to, the following:

- Successful delivery of introductory programs (Mini-Storm, First Shift, and entry-level programming)
- Coordination and execution of the Mini-Storm program, including equipment distribution and fitting
- Delivery of a structured onboarding experience for new players and families
- Execution of parent education and onboarding sessions
- Recruitment and onboarding of on-ice helpers, coaches, and team managers
- Support of Hockey Canada Safety Program (HCSP) requirements for volunteers
- Development and support of the Association's volunteer pipeline
- Delivery of grassroots events, including Skate with Santa and end-of-season Jamboree
- Execution of Try Hockey and participation-based engagement events
- Support of participation growth initiatives and community outreach efforts
- Clear and consistent communication with families, volunteers, and stakeholders
- Identification of opportunities to improve program accessibility and overall experience

Competencies

- Passion for growing the game and supporting young athletes
- Strong communication and relationship-building skills
- Ability to engage and support families and volunteers
- Organizational and event coordination experience
- Positive, energetic, and community-focused mindset
- Ability to manage multiple priorities in a dynamic environment
- Ability to prioritize tasks, seek support when needed, and strong time management skills

Qualifications

- Experience working with youth sports or entry-level programming
- Strong organizational and communication skills
- Experience in minor hockey or similar environment considered an asset

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- Ability to build relationships with families, volunteers, and community partners

Contract Details

- Seasonal contract (August – April)
- Estimated average of 10-15 hours per week, with increased time commitment during peak periods (season start and key events)
- A combination of on-site and remote work required on a weekly basis
- Reports to the Director of Hockey Operations, with regular interaction and reporting to the NVMHA Board of Directors as required.

Contract Process

- Many of the administrative and operational roles that support NVMHA are structured as term-based contracts.
- As contracts come to an end, NVMHA may post contract opportunities to ensure a fair and transparent approach.
- This process is not a reflection of performance. Current contractors are welcome to apply.
- This approach reflects the conclusion of contract terms and NVMHA's commitment to consistent governance.

To Submit Your Proposal

Please submit your proposal that includes the following to president@nvmha.com, subject "**Contract Services Proposal - Grassroots Lead - [Your Name]**"

- Resume and Cover Letter outlining your interest and relevant experience
- Brief overview of your approach to the role, including how you would support delivery, communication, and organization throughout the season
- Availability & Capacity, including ability to support key peak periods (evaluations, season start, events)
- Compensation Expectations, including preferred structure (hourly, monthly, or seasonal)
- References (minimum of two professional references)
- Conflict of Interest Disclosure (if applicable)

Proposal Evaluation

Proposals will be evaluated based on relevant experience, demonstrated understanding of the role and Work, proposed approach, qualifications, and overall value to the Association.

NVMHA reserves the right to shortlist candidates, conduct interviews, request clarifications, negotiate scope, or not award a contract.