

## **Job Title: Head Coach/General Manager**

**League:** NA3HL (Tier III Junior Hockey)

**Team:** Fox Cities Hockey, LLC, Appleton, WI

**Reports to:** Team Ownership

### **Role Overview**

Expansion team in the NA3HL in Appleton, WI is accepting applications for the position of **Head Coach/General Manager**. Team will begin play in the fall of 2026. Team will be playing the NA3HL's Central Division.

Acceptance and screening of applications will begin **immediately, with an intent to hire a qualified individual by April 30, 2026.**

Salary range will be commensurate with experience and qualifications.

Candidate will have the ability to hire a full-time assistant coach.

**Please forward resume and 3 references to: [FoxCitiesHockey@gmail.com](mailto:FoxCitiesHockey@gmail.com)  
Additional information can also be received by calling 920-676-4404.**

Applications will be kept in the strictest of confidence. Applicants will receive confirmation of receipt of resume and references

### **General Manager Duties**

- **Recruitment & Scouting:** Identify, scout, and sign players for the upcoming season. Build a network of scouts and maintain relationships with AAA, Prep, and High School coaches. Identify talent, attend showcases, and communicate with advisors, coaches and scouts to tender players to build a competitive roster.
- **Roster Management:** Manage the 26-man active roster, including trades, drops, and tenders. Ensure compliance with all NA3HL and USA Hockey rules.
- **Budgeting:** Manage the hockey operations budget, including travel (buses/hotels/meals), and scouting expenses.
- **League Representation:** Attend all NA3HL league meetings, the NA3HL Draft, and the NAHL Showcase events.
- **Player Advancement:** A key metric of success in the NA3HL is how many players you "move up" to the NAHL (Tier II) or NCAA/ACHA college programs. Candidate must actively market your players to higher-level coaches.
- **Billeting of Players:** work with team's Billet Coordinator to ensure that players are in a safe and supportive housing environment.
- **Compliance:** Ensuring all players are properly registered with USA Hockey and meet league eligibility requirements.

## Head Coaching Duties

- **On-Ice Instruction:** Design and lead daily practices focused on individual skill progression and team systems.
- **Game Management:** Bench management during games, including strategy adjustments and special team execution.
- **Bench Management:** Direct all tactical decisions during games, including line matching and special teams.
- **Culture Building:** Establish a professional program and locker room environment that emphasizes discipline, work ethic, and community involvement.
- **Video Analysis:** Using software (Instat or Hudl) to review game film with the team and individual players for tactical improvement.
- **Discipline & Culture:** Establishing team rules and fostering a professional environment that prepares young men (ages 17–20) for the next level of their careers.
- **Staff Oversight:** Ability to hire and manage qualified assistant coaches.
- **Junior Hockey Lifestyle** must be comfortable with long bus rides, weekend heavy schedules, and 24/7 recruiting.

## Required Qualifications

- Successful history of coaching experience at the Junior, Collegiate, or high-level AAA level is required.
- Successful demonstration of identifying, recruiting a developing a roster in a pay-to-play environment. A deep “rolodex” of advisors, scouts, midget (U18/U16) coaches and college recruiters is essential for recruiting and advancement.
- Strong communication, networking, and “eye for talent”. Coach/GM must be able to convince a 17–20-year-old and his parents why our program is the best fit for their development.
- Head Coach/GM is the face of our franchise. He must be able to communicate effectively with parents, scouts, and the local community/media.
- Minimum USA Hockey Level 4 Coaching Certification (or ability to obtain).
- **Schedule:** It is a year-round commitment. The season runs from September to March, but the “off-season” (May–August) is often very busy with recruiting, tryout camps, and league meetings.

## Appleton is Located in a Vibrant & Beautiful Area of Wisconsin Commonly Referred as the “Fox Cities”

The Fox Cities is a collection of 19 communities with a population of 250,000 located along the Fox River and Lake Winnebago. It is considered special because they offer a rare “best of both worlds” experience. Residents and visitors often point to the region's ability to provide major metropolitan amenities, like Broadway shows and a massive shopping district, while maintaining a safe, affordable, and scenic small-town feel.