



Manitoba Junior Hockey League Job Posting | Director, Marketing and Partnerships

POSITION: Director, Marketing and Partnerships

REPORTS TO: MJHL Commissioner | MJHL Board of Governors

LOCATION: Winnipeg, MB

STATUS: Permanent, Full Time (Base Salary & Commission)

APPLICATION DEADLINE: February 23rd, 2020

POSITION SUMMARY

The Manitoba Junior Hockey League (MJHL) is seeking a dynamic and motivated Marketing and Sponsorship Specialist to join the MJHL team.

Based in Winnipeg and reporting to the MJHL Commissioner, the Director, Marketing and Partnerships will be responsible for management and continued development of all MJHL strategic marketing and partnership planning/execution efforts.

POSITION KEY RESPONSIBILITIES

Manage overall partner/sponsor relationships, including: strategic planning, revenue growth targets and all operations necessary to profitably retain, grow, and service the customer

Manage the fulfilment and delivery of all contractual obligations to corporate partners including sponsor-related programs, promotions and event-related deliverables

Develop and present corporate sponsorship proposals to prospective partners

Develop and manage sponsorship inventory, tracking reports and other summaries to ensure proper management of MJHL partner assets. Create new sponsorship sales inventory or modify existing inventory as required

Lead creation of detailed year-end reports for assigned clients

Prepare client contact reports, internal status reports, internal timelines, client newsletters and updates, and other reports and summaries to provide clients with essential MJHL information

Help to deliver partner communications, develop joint collateral, and strategically manage joint events

Liaise with MJHL Member Teams to ensure sponsor activities/deliverables are being met

Manage and coordinate sponsor planning meetings/deliverables timelines with Member Team Marketing Managers as required

Work directly with day-to-day client contacts to support in-market activations



Liaise with suppliers and partners to ensure fulfilment of client needs

Become an expert on our product, our partners, and the markets in which the MJHL operates

Develop a positive relationship with all clients

Develop and maintain an understanding of assigned clients' business and competitive environment

Assist the Commissioner in development and tracking of servicing budgets

Manage and Develop overall Strategic Marketing Plan

Preparation and distribution of all League Media releases to the appropriate League media outlets in a timely fashion.

Manage MJHL website relating to all League news items as required.

Manage ongoing updates/content creation for the MJHL website in the form of stories, graphics, weekly initiatives, video, etc.

Collaborating with the Commissioner on the coordination of overall MJHL social media strategy including league branding, marketing, sponsorship initiatives and timelines.

Manage content creation and delivery of social media content across multiple platforms including: MJHLHockey.ca, Facebook, Twitter, Instagram, YouTube and LinkedIn.

Collaborating with the MJHL Commissioner and/or Director of Operations on the coordination of all MJHL Media Conferences.

Attend all league showcases and events while assisting with event schedules, management, marketing/promotion activities, etc.

Produce and communicate a production schedule with signage, print, broadcast specifications and creative deadlines (Separate "Playbooks" for each individual league event)

Manage all interviews with League Coaches, GM's, Owners, Players, etc. where necessary for League and Media stories in any medium.

Facilitate creative approvals and track all materials

Lead planning and execution of special events, e.g. annual MJHL Prospect Development Camp

Take an active role in building a positive MJHL culture

Update job knowledge by participating in conferences and educational opportunities; reading professional publications, maintaining personal networks, participating in professional organizations

Enhance department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments



Work cooperatively with the Commissioner, Director of Operations, League Governors, Member Team Marketing Managers, Coaches/GM's, Statistician and Director of Officiating

Report to the Governors, Coaches/GM's of the MJHL when called upon by the Commissioner

Any other related activities as directed by the MJHL Commissioner

QUALIFICATIONS

Bachelor Degree in Sports Marketing/Administration, Business Administration, Management, Marketing or related field an asset

Minimum 1-3 years' experience in a partner management, partner servicing or marketing-related role within a sporting environment. Hockey background/experience an asset

Project management background and expertise

Solid understanding of marketing programs, events, and promotions, as well as experience in developing partner marketing plans

Strong attention to detail

Customer-focused and a partner advocate

Hands-on approach; plans, prepares and executes professionally

Ability to work well with limited supervision and with limited resources

Strong PowerPoint, Excel and Word Press skills. Graphic design experience an asset

Excellent interpersonal skills; promotes cooperation and commitment within a team to achieve goals and objectives

Demonstrated communication skills; ability to use a broad range of communication techniques to effectively communicate to varying audiences in a variety of situations

Exceptional organizational and time management skills; ability to balance conflicting priorities in order to manage workflow, ensure the completion of essential projects and meet deadlines

Demonstrated high level of proficiency in Microsoft Programs, Outlook and ability to quickly adapt to new technology and easily acquire new technical skills

Ability to work staggered hours, evenings and weekends as necessary

Qualified Candidates are invited to submit their resume with references and cover letter to Kim Davis kdavis@mjlhockey.ca and Kevin Saurette operations@mjlhockey.ca. Note: only those persons selected for an in person interview will be contacted.

****A Satisfactory Criminal Record Check and Vulnerable Person's Check is required**