



DESTINATION HOCKEY

**Providing a Place for players to stay in
the game and Start Their Life.**

Provincial Junior Hockey League

Position: Coordinator of Marketing and Partnerships – Job Posting

Status: Full Time Contract (November 1, 2023 – October 31, 2025)

Position Summary - Reporting to the PJHL Commissioner, the Coordinator of Marketing and Partnerships will be responsible for managing/developing the PJHL strategic marketing and partnership planning.

Key Responsibilities

- Manage overall partner/sponsor relationships, including 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 events.
- Develop and present corporate sponsorship proposals to prospective partners.
- Develop and manage sponsorship inventory, tracking reports and other summaries to ensure proper management of PJHL 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 PJHL information
- Help to deliver partner communications, develop joint collateral, and strategically manage joint events
- Liaise with PJHL 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 PJHL 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
- In conjunction with the Commissioner, manage and implement the PJHL Strategic Plans in:
Business Operations and Marketing
- Preparation and distribution of all League Media Releases to the appropriate League media outlets in a timely fashion
- Manage PJHL website relating to all League news items as required

- Manage ongoing updates/content creation for the PJHL website in the form of stories, graphics, weekly initiatives, etc.
- Collaborating with the Commissioner on the coordination of overall PJHL social media strategy including league branding, marketing, sponsorship initiatives and timelines
- Manage content creation and delivery of social media content across multiple platforms including: thePJHL.ca, Facebook, Twitter, Instagram, TikTok, etc.
- Collaborating with the Commissioner on the coordination of all PJHL 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, ex. Schmalz Cup Tournament, Prospects, etc.
- Take a lead role in building a positive PJHL 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, other league staff, GM's, and Team Staff
- Report to the Governors, Coaches/GM's of the PJHL when called upon by the Commissioner
- Any other related activities as directed by the PJHL Commissioner

Qualifications

- Bachelor's degree in Sports Management/Administration, Business Administration, Management, 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 and 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 experiences an asset
- Excellent interpersonal skills to promote 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 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:
commissioner@thepj.ca

Only those persons selected for an in-person interview will be contacted.

** A satisfactory Criminal Record Check and a Vulnerable Sector Check is required.