



## **Senior Manager, Business Development & Partnerships**

**Reports to: Vice-President, Partnerships and Marketing**

### **The Position:**

Alpine Canada Alpine (ACA) is the national governing body for Ski Racing in Canada and home to three of Canada's most exciting snow sports: Alpine, Para-Alpine and Ski Cross Racing. The organization has a strong Board and senior management leadership that are committed to a vision for Canada to be a World Class ski racing nation inspired by the passion and performance of Canada's ski teams. Our mission is to increase Canadian Ski Racing podium performances AND inspire growth in participation and fans.

We are currently seeking an energetic and motivated individual to join our organization in the role of **Senior Manager, Business Development & Partnerships**.

Reporting to the Vice-President, Partnerships and Marketing, the Senior Manager, Business Development & Partnerships is a member of the Marketing Communications team. This role is responsible for all aspects of sponsorship revenue generation, including new business development (partnership sales), select on-going account management and implementation of contractual elements related to ACA corporate partners.

### **Duties:**

- Identify and build strong relationships with prospective corporate partners
- Develop corporate partner category segmentation strategy and maintain healthy sales pipeline
- Help craft and refine the value proposition and assets to drive new corporate partnership revenue
- Develop strategic programs with corporate partners that support their goals, objectives and deliver partner value and ROI
- Work closely with other ACA departments to create custom programs/assets that enhance partner packages and maximize revenue
- Distill large data sets and synthesize compelling and custom insights to support the sales strategy
- Perform valuations of tangible sponsorships assets across broadcast, digital, events, etc. to demonstrate ROI
- Support partner renewals and upselling opportunities with current partners as required
- Manage select corporate partnership accounts on a day-to-day basis
- Facilitate activation meetings, midseason meetings and end of season meetings with partners (ie Partner Summits)

### **Working Conditions**

- Full-time, flexible on location with Toronto or Calgary preferred
- Will require occasional travel and work during evenings or weekends around key events



### **Employment Requirements**

- Bachelor's degree, in a relevant area (Business Administration, Sport Marketing). MBA an asset.
- Minimum 7 years' progressive experience in sales and servicing gained primarily with a Professional or Amateur sports team, sports property, agency or a business involved in marketing communications or entertainment
- Minimum 7 years of experience working in a small team of employees or agency with demonstrated results in sponsorship sales and service
- Ability to demonstrate strong project management skills and effective time management / prioritization skills
- Strong English communications skills required (presentation, verbal and written). Bilingualism is an asset
- Formidable executive presence and an ability to summarize pertinent information concisely for senior leadership

Additionally, the candidate must be able to demonstrate excellent interpersonal and collaborative skills with experience driving results in complex workplace and stakeholder environments. Advanced ability working with MS office applications is required.

Please send your cover letter and resume to [careers@alpinecanada.org](mailto:careers@alpinecanada.org). Interviews will take place via teleconference.

We thank all applicants for their interest; however, only those considered for an interview will be contacted.

### **CONTACT INFORMATION**

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