



Vice-President, Partnerships & Marketing

Reports to: President & CEO

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 new 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 experienced and motivated sport partnership sales and marketing leader to join our organization in the role of **Vice-President, Partnerships & Marketing**.

Reporting to the President & CEO, the Vice-President, Partnerships & Marketing is a member of the Senior Leadership Team and leads the Partnerships & Marketing team of 5 reports. The Vice-President is accountable for driving revenue growth and delivering on stretch targets to support our mission. The Vice-President develops and executes ACA's partnership and marketing strategies, including our value proposition, assets, partner & donor prospecting, sales, and account management. The Vice-President also is responsible to lead all plans for branding, licensing, events, media and communication.

Duties:

- Nurtures existing partner relationships, while fostering new ones creating confidence with Corporate Partners
- Drive ACA revenue growth through new partners, renewals, identifying & developing new revenue streams
- Create and present professional business updates for Executives, Board and key stakeholders,
- Provides direction, feedback, coaching and builds talent in partnerships and marketing team of 5 reports including: Partnerships, Fundraising, Brand, Communications, Digital
- Develops partner category segmentation strategy, partner pipeline, value proposition, and asset strategy and then executes selling with excellence to drive incremental revenue growth
- Leads partner account management that over delivers on expectations and ROI
- Identifies and deeply understands fan segments/audiences relevant for Canada's ski teams
- Provides oversight to our channel (owned & earned), content and data acquisition strategies to deliver experiences that fans want to engage with and partners want to invest in
- Provides oversight on all aspects of ACA's brand, including positioning, design, communication, and marketing
- Identifies and delivers against KPIs for fan engagement and brand health
- Provides oversight of our fundraising and alumni relations strategies and activities
- Leads event design, planning, development, and execution delivering world class experiences for all stakeholders



Working Conditions

- Full Time
- Toronto office preferred, but open to Calgary office for the right candidate
- Some travel will be required

Employment Requirements

- University degree (MBA an asset)
 - Other education combined with high-level sport commercial experience will also be considered
- Minimum 10 years' progressive experience in corporate partnership sales and marketing
- Demonstrated track record of generating >\$8MM in partnership revenue sales and servicing
- Senior account management experience including ability to demonstrate ROI to partners
- Experience with developing sport broadcast and licensing properties
- Demonstrated track record of developing world class assets, value proposition, and integrated digital platforms that fans want to engage with and partners want to invest in
- Experience delivering donor and fan experiences that delight and support revenue growth
- Brand building in a digital world and experience
- Champion for developing talent and building high performing teams
- Strong financial acumen skills and capabilities
- Change agent who transforms business with technology and innovation
- Ability to operate with a scarcity mindset
- Passion for sport is a must and for ski racing an asset
- Bilingual English / French candidate is an asset

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. 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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