



Manager, Partnerships

Reports to: Vice-President, Partnerships & 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 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 a creative and organized individual to join our organization in the role of **Manager, Partnerships**.

Reporting to the Vice President, Partnerships & Marketing, the Manager, Partnerships is a member of the Partnerships & Marketing group. The Manager, Sponsorships is responsible for the successful and timely implementation of contractual elements pertaining to ACA's corporate partners as well as the development of strategic programs to help our Partners reach their business goals.

Duties:

- Day-to-day account management of ACA's Corporate Partnerships,
- Maintain and fulfill of all elements of Partner contractual commitments to ensure full value of partnership is delivered to Partners and received by ACA
- Lead and facilitate regular status meetings with Corporate Partners and act as main point of contact for all sponsor
- Manager and develop a Partner recognition strategy to ensure ACA Partners are recognized in ACA marketing communications materials and channels
- Support Partner activation and marketing strategies including Partner execution at ACA events, Partner content and hospitality initiatives
- Undertake a deep understanding of each Partners business, marketing priorities and objectives specific to partnership with ACA
- Lead, plan and deliver Partners Summits, events, meetings and hospitality experiences for Partners
- Manage department hospitality events (ie. VIP Partner Lounge, Partner Summit and Prospect Events),
- Produce annual 'Partner Wrap-Reports' that include a detailed recap of all Partner activities and results to demonstrate value of the partnership
- Work collaboratively with the marketing, communications and events teams to deliver excellence in support of Partner marketing programs
- Deliver industry-leading client servicing to Partners, establishing and maintaining strong and trusted relationships with Partners



- Work directly with the VP, Partnerships & Marketing on all Partner renewals to drive revenue for ACA
- Identify opportunities to increase Partner value including upselling Partners, identifying new assets and/or opportunities to “make good” on contractual commitments (if required)
- Special projects as assigned

Working Conditions

- Full-time, preferably based in Toronto or Calgary
- May require occasional travel and work during evenings or weekends to attend events

Employment Requirements

- Bachelor’s degree, in a relevant area (Business Administration, Sport Marketing)
- Minimum 5 years’ progressive experience in sponsorship, partnerships sales and/or servicing gained primarily with a Professional or Amateur sports team, sports property, agency or a business involved in sponsorship marketing
- Minimum 5 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 understanding of the Canadian sport and sponsorship landscapes
- Well- organized, highly motivated and a team player with positive “can do” attitude
- Strong English communications skills required (presentation, verbal and written). Bilingualism 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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