



## Job Posting: Selkirk Steelers

The Selkirk Steelers are now accepting applications for the position of Marketing & Business Manager.

Selkirk Steelers Marketing & Business Manager is responsible for managing and developing the team's strategic marketing plan, partnerships, fundraising, promotions, game day operations, advertising, and events on behalf of the franchise. The Marketing & Business Manager will report directly to Director of Marketing of the board and work closely with upper management and coaching staff to ensure the team is being promoted to an optimal level. It is very important the Marketing & Business Manager creates opportunities for the team to work with other organizations in Selkirk and the nearby region's, to build strong partnerships within these communities.

**Reports to:** Director of Marketing – Selkirk Steelers Board of Directors

**Job Duties/Responsibilities:** Create and manage a marketing and business strategy around the Selkirk Steelers to achieve expected outcomes in the following areas:

1. Sponsorship, Advertising & Ticket Sales:
  - Responsible for sponsorship, sponsor servicing, advertising, and developing corporate partnerships.
  - Responsible for achieving established sales goals and budgets.
  - Develop, write and present corporate sponsorship proposals to prospective partners.
  - Create new sales inventory or modify existing collateral as required.
2. Team Promotions & Marketing
  - Work with local media, write press releases to maximize exposure.
  - Assist with all non-hockey functions and fundraisers



- Website management and social media marketing plans.
- Build the brand and image of the Selkirk Steelers in the community and among its peers in the Manitoba Junior Hockey League.
- Oversee Season Ticket sales, marketing strategies, data base, follow ups and deliveries.
- Lead roll on 50/50 with lotteries and game day operations
- Work in conjunction with the Manitoba Junior Hockey League to promote league corporate sponsorship.

### 3. Community Networking

- Work with community organizations to promote the Steeler brand
- Promote community activities as required.
- Respond to fan and partnership requests.

### 4. Game Day Operations

- Recruit and manage volunteers to optimize the fan experience and staff volunteers for the day
- Manage game day preparations and coordination of game day events.
- PA and Video Scripting, Pre-game testing in arena, Promotion Equipment, Balancing, reconciling and depositing cash.

### **Assets Required**

- Strong project management and writing/editing skills.
- Ability to communicate clearly and effectively with individuals or groups of people.
- Sports enthusiast, energetic, creative.
- Self-motivated and able to work independently on multiple projects and tasks in a fast-paced environment.
- Positive attitude and a strong commitment to the franchise.
- Passionate about hockey and making a difference in your community.



- Must be able to work evenings, weekends and holidays as required.

Compensation: Base salary + commission

Estimated start date: July 5, 2022

Please send resume and cover letter no later than June 4th, 2022 to:  
Selkirk Steelers at [info@selkirksteelers.com](mailto:info@selkirksteelers.com)