



OPPORTUNITY:

Title: Manager, Partnerships
Reports to: Senior Director, Partnerships
Location: Golf Canada Head Office
Status: Full Time
Ideal Start Date: January 17th, 2022

OVERVIEW:

This Manager position supports Partnership activities within the Commercial Division and as such is primarily responsible for supporting revenue generation and program execution for Partners (i.e. Sponsors) across all properties and programs under the Golf Canada umbrella.

PRIMARY DUTIES:

1. Management of Partner accounts

60%

- Responsible for managing multiple existing Partner accounts as assigned, inclusive of all facets of execution of contractual obligations and fulfilment, with minimal supervision.
- Development and execution of sponsor service plans as per their respective agreements including:
 - The timely and accurate fulfilment of all contractual obligations.
 - The development and execution of activation programs.
 - The planning and budgeting of sponsor hosting events and gifting.
- Research, develop, and implement sponsor activation concepts for the RBC Canadian Open and the CP Women's Open and other Golf Canada properties as assigned. Provide premium, up-to-date support materials.
- Responsible for post-event analysis and development of comprehensive partnership reports demonstrating key metrics, results, and ROI for partners.
- Responsible for management/execution of special events (i.e., Partner Appreciation Day) and projects that incorporate current partners including but not limited to Partner Days, Monday After the Open Experiences and the CP Women's Leadership Summit at the CP Women's Open.
- Work with Professional Championships staff to manage our relationships with commercial partners. This includes regular correspondence, planning meetings with Partners to understand their objectives and management of the internal Operation team processes to deliver on partner obligations and objectives.
- Develop planning materials, incremental investment proposals and contract summaries for tracking existing sponsors.

2. New Business Development

20%

- Align with the Senior Director, Partnerships to target prospects in order to grow existing business and support creation of new business development proposals across all aspects of Golf Canada's portfolio.
- Actively participate (and ideally lead) in program ideation, development, presentation and follow up on integrated strategic partnership proposals to prospective clients.

3. Administrative Support

15%

- Generate internal status reports and lead meetings with key stakeholders to insure clear and constant communication.
- Manage the completeness and accuracy of sponsor benefit grids, contact lists, budgets, CRM and any other items related to sponsor fulfilment and retention
- Management of the Partnerships intern program.

4. Other Duties

5%

- Support on special assignments as required including Partner recognition (gifting), attending industry seminars, training and networking events, occasional meetings with Professional Championships host clubs etc.

REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

- Bachelor's degree in business or equivalent.
- Combination of 3-5 years experience in a partnership/sponsorships/account management role.
- Demonstrated ability to develop successful sponsorship marketing concepts and programs
- Experience in building integrated sponsorship proposals from beginning to fruition
- Ability to establish and maintain professional relationships both internally and externally.
- Ability to work as a team member and contribute to a collaborative team-oriented environment.
- Ability to self-motivate and work well with minimal supervision.
- Strong time-management skills including the ability to be multi-task and stay organized.
- Excellent communication skills (verbal and written).
- Working knowledge of other key sponsorship marketing concepts and protocols including IP rights, experiential activation, media assets and ROI metrics.
- Proficiency with marketing software (i.e., PowerPoint, Adobe Photoshop, Adobe Illustrator) asset.
- Knowledge of commercial functions (i.e., sales, marketing events, seminars, networking etc.)
- Experience working in the sports & entertainment industry in a property, client or agency role is considered to be an asset.
- Golf knowledge is considered to be an asset.
- Bilingual (English and French) is considered an asset.

APPLICATION DETAILS:

Golf Canada - Human Resources
1333 Dorval Drive, Suite 1
Oakville, ON L6M 4X7
Email: resumes@golfcanada.ca
Visit: www.golfcanada.ca

One (1) position available. Golf Canada will interview up to six (6) candidates. Forward cover letter and resume, by e-mail or mail only, NO PHONE CALLS PLEASE to the above contact by **11:59pm, November 28, 2021**. Golf Canada thanks all applicants but will contact only those who will be invited for an interview.

Golf Canada is committed to providing a safe environment for all, especially children. All applicants will be thoroughly screened using background checks and a review process.

Golf Canada is dedicated to employment equity and fostering diversity within the workplace in order to build an inclusive workforce where all employees have the opportunity to reach their potential.

Golf Canada's core values are "Fun, Excellence, Inclusion, Respect, Accountability" and while these are included in each employee's offer of employment and annual employment letters, these core values are also an integral part of the Golf Canada's recruitment, hiring and annual review process.

Golf Canada is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation during any stage of the recruitment process, please notify Human Resources at 905-849-9700.