

# Coordinator, Marketing & Partnerships

**REPORTING TO:** Director, Partnerships & Business Development  
**EVENT:** Shaw Charity Classic | [shawcharityclassic.com](http://shawcharityclassic.com)  
**COMPANY:** LAUNCHPOINT Sport & Event Strategies | [lpstrategies.ca](http://lpstrategies.ca)  
**LOCATION:** Calgary, Alberta

## Company Overview

LAUNCHPOINT Sport & Event Strategies is an event management and marketing company dedicated to providing strategic solutions for organizations, brands and properties that want to make their mark and stay ahead of the competition. Our creative and inspired team conceptualizes and produces brand and corporate experiences in addition to providing impactful event consultation, management, and execution expertise. Through our extensive experience and relationships with brand, sport and event properties, and industry experts, we are uniquely positioned to navigate and provide inspired turnkey solutions to our partners. LAUNCHPOINT is contracted by various event properties to execute events from the planning phase to wrap up. Current events include the Shaw Charity Classic, ISU Speed Skating World Cup and 2022 ISU Four Continents Speed Skating Championship. LAUNCHPOINT was also recently involved in the 2019 Grey Cup Festival and 107<sup>th</sup> Grey Cup Game as well as the 2020 GLOW Festival.

## Shaw Charity Classic

The Shaw Charity Classic will host some of the greatest names in golf at the Canyon Meadows Golf and Country Club, August 1 – 7, 2022. The field, which will consist of 81 stars on PGA TOUR Champions, will compete for \$2.35 million US in a three-round, 54-hole stroke-play tournament. The only PGA TOUR Champions stop in Canada will showcase Calgary to the world through its broadcast on the Golf Channel. Led by a philanthropic Patron Group including Tournament Chairman – Jim Riddell, Allan Markin, Keith MacPhail, Guy Turcotte, Gary Peddle, Michael Culbert and PGA Tour Professional – Stephen Ames, along with title sponsor, Shaw Communications, the Shaw Charity Classic won the PGA TOUR Champions’ prestigious President’s Award in 2014, 2015 and 2017. The tournament has raised more than \$75 million in its nine years, with a PGA TOUR Champions record setting donation of over \$14 million raised in 2019 that was distributed amongst 200 youth-based charities in Alberta.

## Job Description

The Shaw Charity Classic attributes much of our success to the relationships formed with our partners and corporate supporters. The Coordinator, Marketing & Partnerships is an entry level position who will primarily be focused on the Shaw Charity Classic. This individual will play a key role in managing the marketing and creative efforts for the event while working with key tournament partners. This position works closely with senior management to ensure execution of partnership contractual deliverables, special event invitations, brand approvals as well as serve as team lead on all marketing initiatives. Ideal candidates will be highly personable, organized, responsive and creative within written communications. Candidates should be pursuing a career in marketing with a focus on sports and event management. Exceptional time management and communication skills are essential to success in the role. Experience with Adobe Suite is also desired. In this role you will be working with a tight-knit and collaborative team committed to bringing the most elite sporting event to Calgary. With respect to other events, this individual will also play a key support role in the planning and execution of the upcoming 2022 Shaw Charity Classic and other LAUNCHPOINT managed events in the future.

## The Job Specifics

Duties may include, but not be limited to the following:

- Manage the Shaw Charity Classic website
- Create engaging content for the Shaw Charity Classic social media accounts and build out a full social media schedule aimed at achieving measurable growth in followers and engagement
- Correspond with partners on agreement deliverables, brand approvals, event invitations and various partner programs
- Assist in the development and implementation of the company's brand strategy
- Work with partner and/or partner agencies to obtain digital creative content
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation
- Build and foster relationships with 100+ partners and corporate supporters
- Oversee the Shaw Charity Classic marketing efforts and develop print and digital collateral for campaigns
- Manage existing branding partners and take an active role in securing new branding and activation partners
- Create materials, proposal presentations and key insight reports in support of business development efforts
- Assist in the planning and execution for all Shaw Charity Classic special events
- Produce creative pieces for all branding activation assets and maintain the list of branding assets
- Create content and coordinate the send out of all tournament related e-blasts
- Assist in the preparation and build out of sales collateral
- Take a key support role in the planning and execution of Launchpoint Initiatives
- Special assignments as required

## Requirements

- Post-secondary degree/diploma in business, sport management, marketing, advertising, communications, or another relevant field
- Proficiency in the Microsoft Office Suite, especially with Word, Outlook, Excel and PowerPoint
- Extremely strong communication skills – oral and written
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Determination to support the team and go above and beyond what is expected
- High attention to detail and organizational skills
- Ability to multi-task competing priorities while remaining flexible and calm under pressure
- Self-starter who can work independently with the ability to establish strong working relationships with clients, host club, co-workers, and community partners
- Adobe Design Suite skills are considered a strong asset
- Ability to work nights, weekends, and holidays as required
- A valid driver's license and access to a vehicle
- Must be available for all events as needed
- Golf experience/ knowledge is not required but considered an asset.

## What We Offer

- Competitive compensation package with health and dental benefits after 6-month probation period
- Great vacation package

**DEADLINE:** November 29, 2021, 11:59 PM MT

**START DATE:** January 2022

Please send a cover letter and resume by email to [employment@shawcharityclassic.com](mailto:employment@shawcharityclassic.com), and place in the subject line "Application – Coordinator, Marketing & Partnerships"

LAUNCHPOINT thanks all applicants but will only contact those who will be invited for an interview.