



## JOB DESCRIPTION

<b>POSITION</b>	Coordinator, Partnerships	<b>DEPARTMENT</b>	BDP
<b>CLASSIFICATION</b>	Coordinator	<b>PAY RANGE</b>	
<b>REPORTING STRUCTURE</b>			
<b>POSITION REPORTS TO:</b>	Senior Manager, Partnerships		
<b>STATUS</b>	Permanent		
<b>LOCATION</b>	Toronto		

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### POSITION PURPOSE

Based in Toronto and reporting to the Senior Manager, Partnerships based in Toronto, the Coordinator, Partnerships will have a “can do” attitude and deliver best-in-class servicing support for Hockey Canada, World Junior Championship (“WJC”), Women’s World Championship (“WWC”) and other sponsors, suppliers and stakeholders as required.

### ESSENTIAL FUNCTIONS AND BASIC DUTIES OF POSITION

- Directly support Partnership Managers and Vice President, Partnership Strategy and Licensing with overall partner relationships, including: strategic planning, revenue growth targets and all operations necessary to profitably retain, grow, and service the customer
- Assist and support Managers on the fulfilment and delivery of all contractual obligations to corporate partners including sponsor-related programs and promotions and event-related deliverables on Hockey Canada and WJC & WWC Event partner accounts
- Produce and communicate a production schedule with signage, print, broadcast specifications and creative deadlines (Separate “Playbooks” for Fall and Spring events and WJC, WWC, etc.)
- Develop and manage sponsorship inventory, tracking reports and other summaries to ensure proper management of HC partner assets
- Lead creation of detailed year-end reports for assigned clients
- Prepare client contact reports, internal status reports, client newsletters and updates, and other reports and summaries to provide clients with essential Hockey Canada information
- Assist Managers in development and tracking of servicing budgets
- Facilitate creative approvals and track all materials
- Help to deliver partner communications, develop joint collateral, and strategically manage joint events
- Work closely with Coordinator, Business Development, on asset inventory tracking and management
- Liaise with Hockey Canada departments, including MarCom, Events, Operations, Licensing, Member Engagement, Hockey Operations and Finance as necessary to support sponsor activities
- Work closely with Event Managers and Coordinators to ensure full sponsor integration into Domestic and International events
- Attend sponsor planning meetings with Managers as required
- Work directly with day-to-day client contacts to support in-market activations
- Liaise with licensees and suppliers to ensure fulfilment of client needs
- Liaise with TSN as required to meet client media commitments
- Become an expert on our product, our partners, and the markets in which we compete

- Support planning and execution of special events, e.g annual Partner Summit
- Develop a positive relationship with all clients
- Develop and maintain an understanding of assigned clients' business and competitive environment
- Take an active role in building a positive Hockey Canada culture
- Update job knowledge by participating in conferences and educational opportunities; reading professional publications, maintaining personal networks, participating in professional organizations
- Enhance department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

## **HOCKEY CANADA COMPETENCIES**

- Establish awareness of how role contributes to the overall organization and seek to understand other departments
- Earn others' trust and respect through consistent honesty and professionalism in all interactions
- Take personal responsibility for the quality and timeliness of work and professional presence, and achieve results with little oversight
- Promote cooperation and commitment within a team to achieve goals and objectives
- Use a broad range of communication techniques effectively to communicate to varying audiences in a variety of situations
- Adapt to changing needs, conditions and work responsibilities
- Make timely, informed decisions that take into account the facts, goals, constraints and risks
- Focus on results and desired outcomes and how best to achieve them - get the job done!
- Follow fiscal guidelines, regulations, principles, and standards when committing fiscal resources or processing financial transactions
- Display an ongoing commitment to learning and self-improvement
- Level of passion, drive and ambition as well as standards of quality, commitment and expertise which are consistent with Hockey Canada's culture
- Personal characteristics and nature in the office are a match with Hockey Canada's culture
- High level of integrity; earns others' trust and respect through consistent honesty and professionalism in all interactions
- Ability to work solitarily or remotely with appropriate independence and right amount of team reliance and collaboration

## **PERFORMANCE MEASURES (may vary from year to year)**

- Performance on annual client satisfaction survey
- Timely and effective completion of key projects
- Leadership on departmental projects

## **QUALIFICATIONS**

- Bachelor Degree in Sports Marketing/Administration, Business Administration, Management, Marketing or related field
- Minimum 1-3 years' experience in a partner management, partner servicing or marketing-related role
- Project management background and expertise
- Solid understanding of marketing programs, events, and promotions, as well as experience in developing partner marketing plans
- Strong attention to detail

- Customer-focused and a partner advocate
- Hands-on approach; plans, prepares and executes professionally
- Ability to work well with limited supervision and with limited resources
- Strong PowerPoint and Excel skills. Graphic design experience an asset.
- Strong understanding of social media
- Excellent interpersonal skills; promotes cooperation and commitment within a team to achieve goals and objectives
- Demonstrated communication skills; ability to use a broad range of communication techniques to effectively communicate to varying audiences in a variety of situations
- Exceptional organizational and time management skills; ability to balance conflicting priorities in order to manage workflow, ensure the completion of essential projects and meet deadlines
- Demonstrated high level of proficiency in Microsoft Programs, Outlook and ability to quickly adapt to new technology and easily acquire new technical skills
- Ability to work staggered hours, evenings and weekends as necessary
- Bilingualism (English/French) is an asset
- Satisfactory Criminal Record Check including Vulnerable Sector Verification

## **WORKING CONDITIONS**

- Travel requirements are minimal with an expectation of up to 15 days per year
- Work staggered hours, evenings and weekends as necessary