



EVENTS & MARKETING, LEAD

JOB DESCRIPTION

GENERAL

Reporting directly to the Director, Business Development & Communications, effectively manage all areas of responsibility within the Business Development & Marketing Department in conjunction with other department staff.

EVENTS

- Manage events end-to-end, including problem-solving, scheduling, branding, directing event set-up, communicating with facilities and managing take-down
- Execute and update critical paths, tasks and timelines
- Work collaboratively with internal staff to maintain brand standards throughout event
- Manage relationships between event suppliers and ensure all contractual elements are achieved
- Provide regular and periodic progress notes to partners and prepare reports for leadership
- Budget creation, maintenance and reporting
- Support events through live reporting, video capture and promotion
- Manage all event staff to ensure tasks are being completed effectively and efficiently
- Analyze events success and prepare necessary reports
- Propose new ideas to improve event planning and implementation process
- Maintain and grow knowledge of event industry and best practices
- Assist in preparation and execution of research initiatives, as required

MARKETING

- Responsible for the overall management and day-to-day servicing of assigned accounts, including: strategic planning, revenue growth targets and all operations necessary to profitably retain, grow and service the partner
- Maintain an ongoing understanding of each partner's business and competitive environment
- Assist in content creation for all communication channels including web (blog posts), social, media releases, newsletter, and print material
- Manage internal programs end-to-end to ensure goals and target revenue are being met
- Establish, monitor, track and report KPIs for partners and staff as requested

- Monitor earned media impressions reporting and providing quarterly summary report for events and programs
- Evaluate methods to assess programs strengths and identify areas for improvement
- Maintain and grow knowledge of industry and best practices
- Become an expert on our product, our partners and the markets in which we compete

REQUIRED SKILLS AND ABILITIES

The successful candidate shall possess the following:

- Recommended Post-secondary diploma or degree in Sport Management or related discipline
- Minimum 3-5 years marketing experience in sport association environment
- Ability to work outside of regular business hours
- Full G driver's license and ability to provide driver's abstract
- Knowledge and Skills will include:
 - Leadership and organizational skills
 - Superior communications skills
 - Event Management
 - Decision Making
 - Ability to work with volunteers
 - Knowledge of OMHA Business Development Events & Programs
 - Knowledge of OMHA rules, regulations, policies
 - Strategic planning
 - Attention to detail
 - Computer aptitude, ability, including Information Management Systems
 - Excellent interpersonal skills
 - Ability to work under pressure
 - Ability to work with minimal supervision

If you enjoy working in a fun, fast-paced, sports environment and would like to join the team at the

Ontario Minor Hockey Association, then please send us your application to the attention of:

OMHA Human Resources

Mail: 25 Brodie Drive Unit 3, Richmond Hill ON, L4B 3K7

Email: hr@omha.net

Closing date for applications is November 12, 2021. Only candidates selected for interviews will be contacted. No phone calls please.