

True North Sports + Entertainment is looking for an experienced, entrepreneurial, sales professional to join our team.

The **Senior Manager, Corporate Partnerships** is responsible for developing long term successful partnerships within the local, regional and national business community. Focused primarily on the Winnipeg Jets brand, this position strategically develops fully integrated sponsorship programs for new and existing partners.

What to be excited for in this role:

- Generate new business revenue by proactively developing new relationships.
- Make recommendations to leading brands focused on driving growth and increased awareness (ROI) in partnership with the Winnipeg Jets brand.
- Engage in strategic brand and activation conversations with national business leaders.
- Gain a complete understanding (needs assessment) of prospective partners in order to customize an advertising / sponsorship mix that aligns with their business objectives and target market.
- Participate in a competitive, fun atmosphere with a very vibrant entrepreneurial culture.
- Be an active participant in a growing and innovative Sports Marketing industry.
- Integrate leading edge broadcast, visual and digital media platforms that allow for fully integrated sponsorship opportunities within the business community.

What we need from you:

- Post-secondary education within a business, marketing or related discipline.
- Minimum 5 years previous sales experience; regional or national sponsorship sales experience is a requirement.
- Fun, competitive and passionate attitude.
- Your commitment as a collaborative participant as a member of the Corporate Partnership team.
- Must have the ability to:
 - work evenings, weekends and holidays on an as needed basis
 - effectively manage multiple tasks and projects
 - be focused, assertive, competitive and committed
 - work independently and be a contributing asset to the team
 - demonstrate excellent verbal and written communication skills
 - present ideas/concepts creatively and succinctly

To apply for this position please email your resume and cover letter, including salary expectations (in PDF format as one document) to hr@tnse.com.

Please include **Senior Manager, Corporate Partnerships** in the subject line.

Closing date: Sunday, May 7, 2017

