

## True North Sports + Entertainment is looking for a creative and highly motivated marketing professional to join our team.

The **Manager, Marketing Services** will help oversee the development and implementation of marketing strategies for the Winnipeg Jets and a number of True North Sports + Entertainment brands.

### What to be excited for in this role:

- Create, deliver, and analyze marketing plans and summaries for numerous campaigns and initiatives.
- Coordinate the buying and placing of traditional advertising for a variety of different campaigns.
- Liaison between the marketing team and internal clients regarding project requirements.
- Assist in the planning, execution, and analysis of fan development and data strategy projects.
- Populate project management software and provide administrative support to marketing colleagues.
- Manage the programming of various internal marketing assets.
- Assist in the ordering and coordination of promotional giveaway items.
- Other duties as assigned.

### What we need from you:

- Post-secondary degree, diploma, or certificate in Marketing, Sports Management, Business, or related area of study.
- A minimum of 1-3 years' experience in a marketing or related role.
- Experience planning, implementing, managing, and measuring integrated marketing plans and/or media buying.
- Strong analytical skills, with the ability to perform analysis, interpret results and make recommendations to various audiences.
- Ability to work in a dynamic, fast-paced environment.
- Passion for hockey and the entertainment industry. Knowledge of the NHL is considered an asset.
- Comfortable working with firm deadlines, handling numerous tasks at once, and the ability to do whatever it takes to get the job done.
- Good interpersonal skills and communication ability in working with other staff, management, and many external vendors and suppliers.
- Ability to work flexible hours, including evenings, weekends, and holidays as needed.

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](mailto:hr@tnse.com). Please include **Manager, Marketing Services** in the subject line.

Closing date: July 11, 2021

WE ARE TRUE NORTH.

We thank all that apply, however, only those selected for an interview will be contacted. No phone calls please.

