

True North Sports + Entertainment is looking for an enthusiastic and detail-oriented individual to join our team.

The **Entertainment Marketing Assistant** will be working directly with our experienced event management team. Marketing and promotions will be the primary focus of the role, giving the student an opportunity to assist in the creation of social media content, execute contests, negotiate advertising services in exchange for event tickets (trade), coordinate promotional ticket giveaways at AHL and NHL events (in season) flyer distributions, etc. This position will participate in the marketing, administration and execution of True North entertainment events including those held at Canada Life Centre and Burton Cummings Theatre, as well as other special event projects such as street parties, True North Square programming, True North Touring events, stadium shows, etc.

This student term position will commence in **September** and be completed in **December 2021**.

What to be excited for in this role:

Marketing:

- Learn about creating a marketing plan including media buying, sales strategy, and promotions.
- Monitor marketing plans and input various media executions or edit as needed.
- Participate in regular departmental meetings to develop strategies for increasing ticket sales.
- Assist with the execution and administration of special projects.
- Utilize the ticketing platform's tool to track digital ad conversions by creating tracking codes and monitoring results.
- Assist in the management of the company's content management system, ensure entertainment ads are running on venue monitors and outdoor marquees including sourcing, saving, and uploading graphics.
- Participate in the creation of social media content utilizing a variety of TN brands while increasing engagement on Canada Life Centre, Burton Cummings Theatre, and other brand platforms.
- Create, implement, manage grass roots promotions for a variety of entertainment events.
- Negotiate and execute advertising trade for tickets campaigns.
- Manage the in-game ticket giveaway calendar for Moose and Jets games, seeking approvals from promoters, scripting PA announcements, requesting ticket pulls from the box office and liaising with game day production staff.
- Participate in the creation and execution of ticket discounting strategies utilizing email marketing, social media, and other means.
- Assist in the management of email direct marketing for presales and discounts, assisting in the sourcing of graphics, offer details, and ticketing URL's. Work with the email marketing specialist to ensure schedules are met.

Administrative Support:

- Provide administrative support to members of the event management team as required.
- Other duties as time allows and as assigned.

WE ARE TRUE NORTH.

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

What we need from you:

- Currently enrolled in a relevant diploma or degree program.
- A strong interest in marketing, promotions, and event management.
- Excellent communication skills, both written and oral. Must be able to communicate effectively with a variety of personalities and stakeholders at all levels.
- Must be able to adapt and prioritize to rapidly changing situations and fast-paced/demanding environments.
- An understanding of social media strategies to generate fan engagement and ticket sales.
- Ability to work both collaboratively and independently.
- Must demonstrate excellent attention to detail.
- Availability to work evenings and weekends when needed based on event schedule.

Due to the nature of the sports and entertainment industry where indoor public assembly takes place, it is True North's expectation that all employees must be fully vaccinated for COVID-19 by August 31, 2021 in a manner approved by Health Canada. Providing confirmation of full vaccine status by August 31, 2021 is a condition of employment unless a request for accommodation in accordance with *The Human Rights Code* (Manitoba) has been received and approved by True North. Reasonable documentation supporting any request for accommodation will be required.

To apply for this position please complete the application form on our website at <https://www.tnse.com/join-our-team/student/>. Please attach your cover letter and resume at the end of the form (combined into one document) by **August 2, 2021**.

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