

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

The **Manager, Business Insights, Corporate Partnerships** will be responsible for helping grow and retain annual and long-term sponsorship revenue by deriving intelligence through data, analytics and technology by incorporating a deep understanding of the sports sponsor marketplace, industry trends, and partner categories. This position will work closely with the team's Business Intelligence department to marry internal research with partner sales efforts and provide strategic and analytical support in the evaluation of new and renewal sponsorship opportunities. This role will also be responsible for supporting and managing activities that are required to ensure all components of our True North partnerships are thoroughly executed.

What to be excited for in this role:

- Be the key conduit between Corporate Partnerships and the Business Intelligence team, bridging the technical expertise of data analysts with the initiatives of current and prospective corporate partners.
- Support the execution of all aspects of True North partnership agreements including, but not limited to broadcast, digital, branding, promotional activities, activations, and events.
- Manage e*pitch partnership presentation platform and develop custom, data-supported content for new business proposals, partner upsells and recaps.
- Contribute to partner recaps and case studies utilizing data insights to highlight value.
- Use data to illustrate partnership value to current partners, ensuring partnership performance is aligned with partner objectives.
- Coordinate contracted partnership game production and digital assets.
- Monitor the execution of all production components partnership agreements.
- Participate in development of promotions, activations and/or programming for corporate partners.

What we need from you:

- Post-Secondary Education (Business Administration, B.Comm, or related field).
- Minimum 2 years of professional experience working in sponsorship or agency roles with a focus on research, sales support, consumer insights and/or sponsor analytics.
- Strong organizational skills and ability to stay on task and effectively manage competing demands toward the successful and timely completion of projects.
- Superior attention to detail and excellent personal organization.

WE ARE TRUE NORTH.

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

- Strong customer service skills with ability to ensure a high standard of service for both internal and external stakeholders.
- Demonstrate excellent written and oral communication skills.
- Strong computer skills with proficiency in Microsoft Office and Microsoft Excel.
- A self-starter who learns new concepts quickly with the ability to manage time and prioritize work.
- Knowledge of the corporate sponsorship, branding, and digital landscape.
- Passionate about the sports and entertainment industry.
- Flexibility to adjust schedule as needed to meet department demands, including working nights, weekends, and holidays as hockey and event schedule directs.

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 email your **resume and cover letter, including salary expectations** (in PDF format as one document) to hr@tnse.com. Please include **Manager, Business Insights, Corporate Partnerships** in the subject line.*

Closing date: August 8, 2021

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