

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

The Event & Marketing Coordinator will provide entrepreneurial service to Event Organizers at Bell MTS Iceplex, and serve as a resource to all Bell MTS Iceplex staff related to marketing and events occurring at the Bell MTS Iceplex.

What to be excited for in this role:

- Liaise with event organizers to understand event requirements including: usage/setup, insurance needs, food and beverage, equipment usage, and other event services.
- Communicate requirements with Bell MTS Iceplex departments and Canada Life Centre staff (if necessary) for the event.
- Be on site when necessary to serve as liaison between Event Organizer and Bell MTS Iceplex staff.
- Respond to inquiries from internal and external clients expressing interest in organizing events at the Bell MTS Iceplex.
- Key liaison between True North's marketing team and Bell MTS Iceplex regarding the website, marketing, branding and advertising.
- Manage the creation, scheduling, and distribution of marketing communication through all digital media platforms (website, social media, mobile, e-blasts, etc.) in order to provide timely, consistent and engaging information to followers/customers.
- Develop and execute marketing campaigns, strategies, and activities to increase brand recognition related to the Bell MTS Iceplex and Jets Hockey Development.
- Develop, administer, and assist with delivering programming content.
- Coordinate the budgeting, approval, ordering, tracking and distribution of prizing and player gifts for all internal Bell MTS Iceplex tournaments.

What we need from you:

- Post-secondary degree in a related field and/or event management experience.
- Minimum 1-2 years of previous marketing experience, including knowledge of various social media platforms.
- Able to demonstrate initiative, proactively avoid or solve problems, work independently, and be entrepreneurial in approach.

WE ARE TRUE NORTH.

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

- Superior ability using PC-based tools (Word, Excel, Outlook).
- Well organized, good attention to detail and strong ability to follow-up.
- Pleasant, outgoing, and cheerful demeanor/character and professional in appearance.
- Ability to exhibit discretion and confidentiality as required.
- Ability to effectively manage existing bookings, working collaboratively with Bell MTS Iceplex and other True North Departments to ensure event information is obtained and communicated with sufficient lead time to ensure successful events.
- Expected weekly requirement with event responsibilities are 45 to 50 hours during busy season.
- Requirement to stand and walk for long periods on concrete surfaces.
- Bell MTS Iceplex is not located on a public transportation route, so a driver's license and/or reliable transportation is required.

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 **Event & Marketing Coordinator, Bell MTS Iceplex** in the subject line.

Closing date: Wednesday, August 18th

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