



## CAREER OPPORTUNITY – CANADA SNOWBOARD

### DIGITAL MARKETING and SALES COORDINATOR

(10 Month Contract, starting Jun 1, 2022 )

Remote position, with potential domestic travel

*Note: Remuneration commensurate with experience and qualifications, and subject to our internal pay grade scale.*

#### Our Organization

Canada Snowboard is the governing body for the sport of snowboarding in Canada, committed to excellence at World Cups, World Championships, and the Olympic and Paralympic Winter Games. We also work with our members and other stakeholders to provide a wide range of programs and support services for all levels of snowboarding ability.

Mission: *“To develop and lead competitive snowboarding in Canada”.*

Vision: *“To be recognized as a world leading snowboard nation.”*

The architect of snowboarding opportunities for Canada’s youth, from park to podium, we strive to be inclusive, creative and supportive, always looking to improve ourselves while honouring our cultural sport roots. We are a dynamic, values-based organization guiding an exhilarating sport.

To learn more about who we are, and we do, please visit: [www.canadasnowboard.ca](http://www.canadasnowboard.ca)

#### The Opportunity

Due to the growth of our portfolio of major events Canada Snowboard is seeking a digital marketing and sales coordinator with business acumen, digital marketing and event ticketing sales experience. This individual will play a pivotal role in driving awareness and revenue generation for all the Shred the North World Cup Tour events.

Digital  
Marketing

- Develop and oversee the execution of the major events marketing campaigns including but not limited to; website updates, promotional materials, email campaigns, local advertising, partner marketing, etc.
- Liaison and collaborate with event venue to promote event using venue channels
- Develop and execute Email marketing campaigns under the guidance of the event Creative & Communication Leads
- Participate in the development and production of key marketing materials
- Work alongside the Marketing Team to generate and distribute content to drive traffic, engagement, and leads; including, but not limited to, creating, writing and editing content



- Collect, analyze, and interpret industry research and internal data to support marketing initiatives
- Manage website updates and maintenance
- Manage implementation of all onsite marketing - digital, paper, etc.
- Work with Sponsor Servicing Lead to ensure partner digital assets align with our brand guidelines

#### Ticket Sales

- Develop and execute event ticket sales strategies, including but not limited to VIP packages, general public ticket sales, partnership ticket sales, etc.
- Research and understand best practises for ticket sales strategies
- Meet or exceed established sales goals
- Implement and demonstrate sales efforts by using sales and service best practices, prospecting, networking, lead generation, referral gathering, etc.
- Collaborate with Sponsor Servicing Lead to develop and sell Corporate and Tourism Packages, Group tickets, and other ticket products
- Collaborate with ticketing sales agency, like Ticketmaster
- Maintain an up to date sales status report
- Develop policy for sales and refunds
- Post event analytics

#### **Targeted Fit**

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Your strength lies in your personal attributes combined with relevant experience in a fast-paced business environment that ideally includes knowledge of the sport industry and the not-for-profit environment.

#### **General KSA and Personal Qualities Requirements**

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- A graduate with a Marketing degree or a related field is considered an asset
- Outgoing personality with a collaborative, team spirit and high level of creativity
- Flexibility to meet and adapt to changing project deadlines as required
- Proven experience delivering marketing / ticket sales campaigns
- Proven experience managing successful social media campaigns
- Solid understanding of web metrics, digital analytics, lead generation with ability to generate and analyze data
- Must be able to work under tight deadlines and manage multiple projects across various events
- Demonstrated ability to manage multiple tasks and demands
- Ability to work effectively both within a group and independently with minimal supervision
- A background in the sport of competitive snowboarding and/or the Canadian sport system would also be considered an asset.



- Excellent oral & written skills in English and/or French. (Bilingualism is considered an asset, but not necessary)
- Excellent knowledge of the office suite (word, excel, smartsheets etc.)
- Knowledge of Email Marketing platforms like MailChimp is an asset
- Excellent time management skills, multitasking skills and the ability to prioritize tasks
- Flexibility to work an adaptive schedule based around different events.

### **The Application Process**

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If you are an innovator, superb communicator, participative leader and a performance-focused professional, and know that you possess the requisite experience, skills and education, please submit your cover letter outlining what you think are the top three reasons why you're an ideal candidate, along with a resume, references and salary expectations no later than **May 13th, 2022, 17h00 PDT** to:

Melanie Weber, Major Event Lead, Canada Snowboard

- Email: [melanie.weber@canadasnowboard.ca](mailto:melanie.weber@canadasnowboard.ca)

Canada Snowboard is committed to employment equity, providing a welcoming and safe work environment and encourages applications from all qualified candidates.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Financial support for this position is provided by Sport Canada and Canada Snowboard's discretionary revenue.