



CAREER OPPORTUNITY – CANADA SNOWBOARD

BUSINESS DEVELOPMENT / PARTNERSHIPS MANAGER

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

The Opportunity

Due to the growth of our portfolio of major events, programs, camps, and grass roots events, Canada Snowboard is seeking a business development manager with business acumen, sales experience, partner servicing experience, strategic savvy and ability to work collaboratively to continue to grow revenue and partnerships for the organization. Reporting to the Business Development Director, the BDS supports the overall business development, partnership sales and servicing, fundraising of the organization, working with a small core group of staff to ensure effective delivery of our strategic plan through specified operational goals.

Primarily contributing outreach to prospective partners, working in tandem with the Business Development director and Business Development Specialist on both sales and servicing to deliver value to all existing and new partners, the successful candidate will also work closely with a variety of stakeholders including our events, member associations and key stakeholders. A fundamental understanding of snowboarding, sport, sales, servicing, sponsorship, marketing, asset creation, fundraising and major events is a key foundation for the position. The candidate may not have all of the above as an experience base, but can grow into the deficient experience areas as long as they understand a solid mix to start.

Currently the greatest opportunity lies in the area of building relationships and supporting the Business Development Director to support Major events, the national team, growing programs and events coming out of the pandemic. Ultimately, the BDS will help ensure the long-term viability of Canada Snowboard while working with the BDD to maintain relevance within our broader community.



Targeted Fit

You are an experienced marketer and/or sales person and entrepreneurial thinker who will bring partnership expertise from within or outside of the sport industry. Ideally, you will have significant experience, a relevant university degree and demonstrated leadership capabilities. In that regard, you are an excellent cultural fit with the organization, superb communicator, able to work independently, looking to grow with the organization and a relationship builder who can effectively bridge between partners and teams at all levels. Above all this, you have the ability to reconcile results demands with a caring corporate culture given your strong ethical framework that fits our core values.

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. Partnership engagements what you do; presentations, building proposals, exuding confidence without ego, building value for brands, strategic thinking; and your character built on intent, integrity and affability, facilitates building strong relationships and productive partnerships.

General KSA and Personal Qualities Requirements

Being a skilled value proposition salesperson, your entrepreneurial spirit, versatility and innovative approach to performance-based business operations is underpinned by:

- Understanding of a vision and mission to set goals and then develop and implement appropriate strategies, plans and budgets to realize them;
- Assist in building specific proposals for brands and partners
- Outreach to brands, agencies and prospective partners
- Provide servicing to existing partners at events, meetings
- Collaborate with the business development director on asset creation for partners
- Excellent interpersonal skills with a collegial style that makes you, and others, comfortable in a variety of settings;
- Sound decision making based on ability to think and act strategically, quickly identifying priorities and undertakings that will result in greatest impact;
- Strong business writing, presentation and verbal communication skills in English with an ability to communicate in French not essential but would be an asset;
- Knowledge and familiarity of the overall Canadian sport system; and
- Overall exceptional organization and planning skills with advanced proficiency with standard computer business applications.

The Application Process

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 or presentation outlining:



- What your approach to sponsorship sales would be
- What your network looks like (high-level)
- Which categories of brands you would suggest focusing on
- What assets of Canada Snowboard you would suggest focusing your sales efforts on
- What your estimated revenue generation targets would be (high-level)
- The top reasons why you're an ideal candidate

This presentation should also be sent along with a resume, references and salary structure expectations no later than **Wednesday April 5th, 2023, 17h00 PDT** to:

Brendan Matthews, Business Development Director, Canada Snowboard

- Email: careers@canadasnowboard.ca

Canada Snowboard is committed to employment equity, providing a welcoming and safe work environment and encourages applications from all qualified candidates. The Business Development Specialist would ideally be located in Toronto, Montreal, Edmonton, Calgary or Vancouver but alternative locations will be considered. Expected Start Date no later than May 1, 2023.

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.