



COORDINATOR, CORPORATE PARTNERSHIPS

JOB DESCRIPTION

TITLE:	Coordinator, Corporate Partnerships
TYPE OF POSITION:	Full-Time Employee
LOCATION:	Richmond Hill, Ontario
REPORTS TO:	Chief Executive Officer
POSTING DATE:	August 19, 2019
APPLICATION DEADLINE:	August 30, 2019

ABOUT U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, over 20,000 student-athletes and 900 coaches from 56 universities vie for 21 national championships in 12 different sports. U SPORTS also provides higher performance international opportunities for Canadian student-athletes at FISU Winter and Summer Universiades, as well as numerous FISU World University Championships.

For further information, visit www.USPORTS.ca

Follow U SPORTS on Twitter (@USPORTSca), Facebook (@USPORTScanada) and Instagram (@USPORTSca)

OBJECTIVE

Objective of the Coordinator, Corporate Partnerships will be to provide general support to the Revenue Generation Team, working closely with corporate sponsors to ensure that both parties are receiving maximum benefit from the partnership.

ROLE

This position is an integral member of the commercial department whose role is to ensure that all sponsorship contract deliverables are met or exceeded. This includes regular communication and reporting to the sponsor in order to enhance the relationship. Additionally, the position is responsible for the coordination of organizational assets and maintenance of sponsorship architecture.





CORE RESPONSIBILITIES AND PRIORITIES

The Coordinator, Corporate Partnerships will be responsible for performing the following roles and/or delivering the following outcomes.

- Organize and monitor sponsor contracts to ensure appropriate fulfillment
- Sponsorship servicing and activation for corporate partners
- Point of contact for designated corporate partners, provide regular communication to enhance relationships
- Conduct market research to identify potential corporate partners
- Build sponsorship decks for pitch and sales meetings

Key Activities

1. Sponsor Servicing
 - a. Being first point of contact for corporate partners
 - b. Providing regular communication with sponsors to ensure appropriate delivery as well as well as enhancing relationships
 - c. Developing and updating sponsor summary sheets
 - d. Receiving appropriate materials, artwork and approvals from sponsors in order to deliver sponsor requirements
 - e. Coordinating media properties with broadcast partners. Ensure correct promotional opportunities for corporate partners
 - f. Developing post event sponsor reports
 - g. Produce decks for sponsorship proposals and post-event sponsorship summaries
2. Sponsor Contracts
 - a. Organize and monitor contracts to ensure appropriate fulfillment
 - b. Understand and execute the contractual rights and obligations with U SPORTS marketing partners and official suppliers
 - c. Communication with members to ensure no sponsor conflicts
3. Marketing Planning and Reporting
 - a. Work with staff and hosts on approval of promotional materials including posters, programs, tickets, signage, merchandise, awards and website.
 - b. Conduct market research to identify potential corporate partners
 - c. Participate in the development of U SPORTS marketing plans and sponsorship strategy
 - d. Development of sponsorship architecture – coordinating U SPORTS assets
 - e. Work with Manager and CEO develop a valuation of U SPORTS properties – categorize sponsorships based on value, level of partnership
4. Championships





- a. On-site to ensure appropriate delivery of sponsor requirements (signage, digital, activations, etc.)
- b. Ensuring appropriate and necessary collection of photographs for reporting and sponsorship summary process
- c. Other on-site duties as necessary

DESIRED QUALIFICATIONS / SKILLS

- Undergraduate degree in business, sports management or marketing
- Ability to set priorities and manage multiple projects
- Strong relationship management, organizational, written and verbal communication skills
- Ability to meet tight deadlines and work well under pressure
- Ability to work non-traditional hours
- Self-starter and ability to integrate into a team environment
- Previous work experience in sponsorship/marketing/events would be an asset

START DATE (ideal): September 15, 2019, or sooner

COMPENSATION: \$45,000 per year

HOW TO APPLY

Please send all cover letters and resumes to jfalbo@usports.ca by 5 p.m. Eastern on Friday, August 30, 2019, citing the position title in the subject line. No telephone calls please. We thank all applicants for their interest; however only those selected for an interview will be contacted.

REFERENCES MAY BE REQUIRED UPON REQUEST

