



## **Marketing Manager – Job Description**

The Marketing Manager – oversees and manages all marketing aspects and sponsorship and grant opportunities for the THA from U10 through U18 and Rec League. This is a compensated position.

### **Primary Responsibilities**

- Develops marketing opportunities promoting the THA Organization and benefits of youth ice hockey.
- Develops sponsorship opportunities and strategies for solicitation for the THA Organization
- Identifies and solicits grant opportunities for the THA Organization.
- Oversees the execution of sponsorship and grant fulfillment.
- Identifies, develops and coordinates fundraising opportunities for the THA Organization.
- Communicates with THA Committee and stakeholder status of efforts.
- Oversees and Manages Sponsorship-Grant Coordinator.
- Provides status updates to THA Executive Director and Board of Directors

### **Reporting Responsibilities**

- The Marketing Manager – reports directly to the THA Executive Director.

### **Direct Reports**

- Sponsorship / Grant Coordinator

### **The *ideal* candidate will possess the following credentials:**

- 3 years' experience in marketing, sponsorship and grant solicitation and procurement;

### **At a minimum, the candidate must exhibit the following qualities:**

- Experienced marketing individual;
- Demonstrated commitment to sport;
- Strong organizational skills;
- Strong communication skills (written and verbal);
- Efficient planner with follow-through;
- Patience to achieve long term goals.

### **Term:**

- Hockey Calendar Year (April 1 – March 31)

### **Time Commitment:**

- Approx. 20 hours per month, 12 months per year on average.