

BRAMPTON STEELHEADS

H O C K E Y C L U B



Company: Brampton Steelheads Hockey Club

Job Title: Manager, Brand Partnerships & School Programs

Start Date: Immediate

Term: Full Time

Location: CAA Centre – 7575 Kennedy Rd S, Brampton, ON

Contact: Gabe Minichiello (Senior Manager, Corporate Partnerships & Business Development)

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Website: www.bramptonsteelheads.com

Brampton Steelheads Company Description:

The Brampton Steelheads are a community driven organization, committed to producing a competitive, fun, entertaining, and family oriented on-ice product in a positive environment where staff, players, partners and fans are treated with profound respect. Playing in the Eastern Conference of the Ontario Hockey League, the Steelheads are a junior hockey team that plays out of the CAA Centre.

Job Description:

We are currently seeking an individual who is passionate about growing relationships within Brampton and the surrounding communities. As a member of the Steelheads team, you will be reporting to the Vice President and involved in the day-to-day business operations of the organization, managing the development of new partnerships, building and maintaining local business packages, hosting employee and group events and assisting in executing game day operations. This would encompass warm and cold calling, lead generation, selling of corporate sponsorships, selling of individual and group tickets, flex-packs, season tickets, as well as growing our database, and other duties as required.

Job Duties:

- Responsible for generating new corporate sponsors, group outings, as well as maintaining relationships with current partners
- Collaborate with business operations team to ideate new partnership assets and platforms
- Identify and target potential corporate partners at the regional and national level
- Collaborate with partners to develop and execute company specific strategies and activations
- Maintain and continue to develop relationships with schools and educational programs around the Peel Region, Brampton and the GTA with the goal of promoting Steelheads brand and executing group sales programs
- Oversee three school day games, anthem program and community initiative Steelheads Assists Program
- Develop partnership proposals and fully integrated solutions including activations at homestand events, broadcast visible signage, digital/social programming, community events, etc. .
- Conduct face-to-face meetings and presentations with prospective partners
- Enhance the Steelheads brand by accomplishing new and different requests as well as exploring opportunities to add value to the organization
- Responsible for executing ticket sales plans leading up to and during season including group purchases, individual game sales, flex packs, local champions program and season tickets
- Research and implement industry wide partnership ideas, concepts and platforms
- Responsible for coordinating advanced game day preparations including pre-game set up, in-game partner activations, hosting groups, and post-game take down
- Attend community events as required

Position Requirements:

- 2+ years of experience/Bachelor's degree considered an asset
- Full time availability as well as a commitment to all home games, including evenings and weekends
- Excellent time management/organizational and verbal skills with strong attention to detail
- Ability to work effectively in team and independent roles
- Previous experience working in the sports industry is considered an asset

SUBMIT RESUME AND COVER LETTER TO gminichiello@bramptonsteelheads.com