

Manager, Partnership Marketing (12-month Contract Position)

POSITION SUMMARY:

We are looking for a passionate, client-centric marketing professional to join the Toronto Blue Jays Partnerships team. Reporting to the Director, Partnership Marketing, this contract position is responsible for leading a portfolio of the Club's corporate partnerships with industry-leading brands.

KEY ACCOUNTABILITIES:

- Lead the day-to-day management of a portfolio of the Club's corporate partnerships.
- Build trusting relationships with peers across the organization, senior leaders at our corporate partners and with other stakeholders such as agencies, vendors, and consultants.
- Develop a strong understanding of each of your partner's businesses and industries to help deliver exceptional partnership results.
- Lead the planning, development, and execution of partnership assets and campaigns from start to finish.
- Use data and insights to develop partnership strategies and execute integrated marketing campaigns that achieve our partner's business objectives and help grow the Blue Jays brand.
- Collaborate with key internal stakeholders to help bring our partnerships to life and enhance the experience of Blue Jays fans at Rogers Centre and across Canada.
- Develop, manage and be accountable for partner workback schedules and annual budgets.
- Work alongside the Partnership Development & Strategy teams to seamlessly onboard new partners to the organization, identify partner KPIs, measure key metrics throughout the season, and present results on an annual basis.
- Lead the development and presentation of year-end recap reports for your portfolio of clients.
- Support the Partnership Development and Strategy teams in the partner renewal process.
- Identify potential internal and external commercial issues and proactively develop solutions in a collaborative fashion.
- Proactively identify trends and best practices in the sports marketing/sponsorship industry to incorporate within our business.
- Organize and manage key departmental functions such as gameday roles and responsibilities, partner events, road trips, etc.

QUALIFICATIONS:

- 4-7 years of Marketing, Strategy, Partnership, Sponsorship and/or Client Management.
- University Degree (Marketing and/or Business specialty preferred).
- Proven experience and success with client servicing is required.
- Ability to train, motivate, and effectively delegate responsibilities.
- Strong team player. Open to perform other duties and responsibilities as assigned to deliver exceptional client experiences and support your peers on the Partnerships team.
- Ability to function in a fast-paced environment and effectively multi-task with attention to detail and sound judgment.
- Strong relationship skills required to work with top-tier clients and internal leaders.
- Critical and strategic thinker; ability to be proactive and offer solutions internally and to clients.
- Effective budgeting and financial management skills.
- Strong and clear written and verbal communication skills.
- Strong time management skills; required to work under pressure and rise to creative challenges under tight deadlines.
- Over-communicates the necessary information.
- Assets we are looking for: Creative design & presentation skills, brand management experience, experience leveraging social & digital marketing tactics, familiarity with experiential activations.
- Hours outside of a typical workday are required to work games and events (can include evenings, weekends and holidays).
- Ability to travel to destinations across North America on occasion (up to 10%).
- Ability to work from Rogers Centre.