



# OILERS ENTERTAINMENT GROUP

## Manager, Rogers Place and ICE District Marketing

### Role Summary:

Reporting to the Director, Marketing, the Manager, Rogers Place and ICE District Marketing will be responsible for the promotion and marketing of Rogers Place and ICE District, focusing on brand building and revenue generating efforts.

### Does this sound like you?

We are seeking an experienced marketer to help lead the promotional efforts on behalf of North America's largest mixed-use sports and entertainment development. The successful candidate will ideally have experience building promotional campaigns while maximizing owned and earned channels to support. This person will cultivate strong relationships with a multitude of internal and external stakeholders and be comfortable with days that could include multiple meetings in varied locations across the city. This person will thrive on lofty goals, and will meet success relying on their confidence, creativity, adaptability, resilience, patience, perspective and empathy. The desire to make this role one's own to help define future benchmarks as we strive to define Rogers Place and ICE District's role in Edmonton and globally.

### GENERAL RESPONSIBILITIES:

- Lead the marketing efforts for all Live Entertainment / Events taking place at Rogers Place
- Act as the lead marketer supporting ICE District Hospitality
- Lead the design and development of all promotional materials for ICE District
- Develop a thorough and effective marketing and sales plan for ICE District parking lot(s) to maximize potential revenue
- Build and coordinate a content production and dissemination engine that can provide timely and relevant content to consumers for Rogers Place and ICE District, reflecting an engaging year-round promotional calendar
- Plan and manage Rogers Place and ICE District marketing budgets
- Leverage all relevant social media platforms to promote Rogers Place and ICE District, upcoming events and capture content of activity therein as well as to maximize awareness of revenue generating properties (ie. Parking)
- Collaborate with web team to ensure rogersplace.com and icedistrict.com are populated with rich and engaging content.
- Lead and execute comprehensive marketing plans for key special events
- Ensure internal stakeholders are supported and all branding opportunities are identified and actioned
- Work closely with Rogers Place and ICE District stakeholders as necessary to ensure achievement of mutually beneficial objectives
- Development and execution of event marketing plans, ensuring planning alignment and optimization with Sales, Service and Operations departments
- Leverage partnerships within OEG Content Team to lead the development of advertising campaigns that drive awareness, consideration, and ultimate use of ICE District parking areas
- Lead the development, implementation and fulfillment of media buys (inclusive of both consumer and trade media channels)
- Design and develop a content strategy that can enable the OEG Digital team to optimize engagement on website and social media platforms

- Liaise with Edmonton Oilers and Edmonton Oil Kings marketing teams to leverage hockey followership to drive awareness of ICE District initiatives

**Qualifications:**

- Bachelor's degree in Marketing or a closely related field
- Five years' experience in marketing
- Strong ability to cultivate strong relationships with a multitude of internal and external stakeholders
- Strong written and verbal communication skills
- Strong working knowledge of Microsoft Office suite of products
- Business planning experience
- Project Management experience
- Effective team player; humble, hungry, smart, and self-aware.
- Sound ability to work under pressure while maintaining a positive attitude
- Ability to work flexible hours on evenings, weekends and holidays