



Director, Event Marketing

Curling Canada is a National Sport Organization (NSO) and the leading expert and growth engine for Curling Excellence in Canada. Our exclusive purpose and function are to promote amateur athletics in the form of curling in Canada, on a nation-wide basis. We manage high performance programs (i.e., Team Canada,) select and manage national teams, and we have the exclusive right to name teams to World Competitions and Canadian Olympic organizations. We focus on serving our members (the Provincial, Territorial or Regional Curling Associations) and all of their associated clubs and curlers throughout Canada, with a plethora of services and resources from governance to marketing, to finance, data, and technology.

Reporting directly to the CEO, the **Director, Event Marketing** will be responsible for generating innovative strategies to explore new revenue streams, increase fan engagement, enhance the overall curling event experience, and identify opportunities to reduce financial and environmental impacts of event operations. The incumbent will work closely with various stakeholders and sponsors to enhance Curling Canada's brand recognition and generate maximum financial impact through ticket sales and other revenue generating agreements. The Director, Event Marketing will implement strategic marketing plans for Curling Canada events in alignment with our mission, vision, and values, and lead by example while supporting our Gameday and Tickets staff (employees and contractors) in the seamless planning and consistent delivery of memorable curling experiences from coast to coast.

Please Note: This position will require periodic extensive travel throughout the curling season, from September - April.

Duties & Accountabilities:

Event Marketing

- Collaborates with the Senior Manager, Event Operations to plan and execute profitable Season-of-Champions events, providing timely and accurate reporting to the executive leadership group
- Develops branded in-venue atmospheres which can be adapted to meet the needs of each individual competition, ultimately providing unique, memorable and compelling in-house experiences for all attendees
- Effectively plans and executes upon measurable fan engagement strategies to drive increased fan engagement, improve fan understanding and increase general consumption of the sport.

Ticket Marketing

- Leads all aspects of local event media partnership process, event advertising campaign media buys, agency relations, and ticket sales management, administration, and execution



Gameday

- Ensures the sound delivery of exceptional game day experiences for attendees and coordinates all assets as necessary to deliver world-class events consistent with Curling Canada’s event marketing strategy
- Effectively coordinates and oversees event-specific contractor operations, providing on-site support as necessary to Gameday Manager, MC, Mascot, and other contractors as required

Event scheduling

- Prepares all draw schedules for SOC events (not including World Championships)
- Ensures event scheduling effectively balances athlete, broadcast, ticket marketing, local organizing committee stakeholder needs
- Reviews and communicates all athlete and team commitments

Merchandising & Branding

- Collaborates with Curling Canada’s Merchandise and Uniform provider to design marketable, branded apparel without compromising athlete comfort
- Obtains uniform approvals through necessary stakeholders and oversees the timely delivery of all uniforms
- Effectively collaborates with sponsors and stakeholders to uphold brand protection protocols, serving as the main point of contact for final approvals regarding brand usage and activity to ensure all designs align with Curling Canada branding requirements
- Work with Goldline to ensure Curling Canada’s e-commerce platform is consistently delivered

Sponsorship & Broadcasting

- Work directly with Curling Canada’s rights holders to ensure marketing and sport presentation elements are effectively delivered
- Collaborates with Curling Canada’s internal sponsorship team to ensure marketing assets are available and delivered as per contractual obligations
- Supports the organization’s broadcast lead on rights exploitation and marketing aspects of our contracts with all broadcasters

Ceremonies

- Collaborates with Event Managers to plan and approve all Curling Canada event ceremonies, establishing an on-site point of contact who will be responsible for executing medal ceremony plans on-site



Requirements:

Skills and Education

- Minimum 5 years' experience overseeing Event Delivery in a similar environment (sport preferred)
- Minimum 2 years' leadership experience
- Comprehensive knowledge and experience using various ticket sales platforms
- Diploma / University degree in a related academic discipline
- MS365 – Outlook, Sharepoint, Word, PowerPoint, Excel
- High competence in Project and Stakeholder Management
- Exceptional problem-solving skills, demonstrating resourcefulness in time-sensitive situations
- Excellent interpersonal, written, and oral communication skills
- Strong organization and time management skills
- High attention to detail, with a demonstrated ability to meet hard deadlines
- Comfortable working independently with minimal supervision in a fast-paced environment
- Actively contributes to a positive and cohesive working culture, leading others by example
- ***Ability to travel extensively throughout the events season (September – April)***

What We Offer

The salary range for this position starts at \$100,000 dependent upon skills and experience. Curling Canada offers competitive health and dental benefits, as well as an Employer RRSP Contribution Program. The incumbent will be provided with a laptop and a cell phone.

Ideally, we are looking for candidates who want a long-term role and who have the right work ethic, a lot of common sense and initiative and who thrive in a fast-paced, teamwork environment. The candidate is committed to uphold the purpose, mission, and values of the organization.

Come as you are. You are welcome here! Curling Canada is deeply committed to promoting diversity, advancing equity, and fostering a culture of inclusion. Therefore, we invite applications from all walks of life, including marginalized and equity-seeking groups (i.e. members of Black, Indigenous, and People of Colour (BIPOC) communities).

Curling Canada is compliant with the AODA – Access Ontario Disabilities Act. For access to our policy [click here](#). For feedback on our accessibility please email accessibility@curling.ca.

How to Apply

To apply, please email your resume and CV to emily.kaldis@curling.ca with the subject line [Director, Event Marketing_NAME] before 5:00PM EST Sunday, May 5th. Only candidates selected for a phone screening will be contacted.