



Title: HSBC VANCOUVER SEVENS – RUGBY CANADA Senior (Project) Manager, Marketing & Communications

Type of Position: Senior Manager (dependent on experience)

Location: Vancouver, BC (Hybrid)

Reporting to: Director, Marketing & Communications – Rugby Canada

Salary: \$70,500-\$80,000 per annum

At Rugby Canada, we envision a nation inspired and united by the spirit of the game, embodying Courage, Unity, Fun, Respect, and Integrity as we rise to stand among the world's top 12 rugby nations on and off the field

HSBC Vancouver Sevens is one of the premier stops on the HSBC SVNS Series – World Rugby's global circuit of international rugby sevens tournaments. The tournament has become a staple on the Vancouver event calendar. Each year, BC Place transforms into a high-energy, festival-like atmosphere where elite men's and women's national rugby teams compete in front of a passionate crowd (of fancy dress!).

We're seeking a dynamic, highly organized and creative (Senior) Manager, Marketing & Communications to lead and execute the integrated marketing strategy for the 2026 HSBC Vancouver Sevens. This individual will be responsible for driving ticket sales, enhancing brand presence, managing campaign development, and executing cross-channel communications between media partners,

The ideal candidate brings strategic thinking, a collaborative mindset, and a roll-up-your-sleeves attitude as the tournament enters its 11th year in 2026.

RESPONSIBILITIES

- **Project & Campaign Management**
 - Lead the end-to-end delivery of the HSBC Vancouver Sevens marketing and communications workstream, overseeing timelines, deliverables, and budget.
 - Act as primary liaison between Rugby Canada, World Rugby, key venue/tourism partners, and internal departments to ensure campaign alignment.
 - Provide regular progress updates to senior leadership and the Board of Directors.
- **Brand & Creative Direction**
 - Develop the event's brand identity and creative assets in line with World Rugby guidelines.
 - Direct internal and external creative teams to produce compelling visuals, video, merchandise, and on-site branding.
 - Define messaging frameworks, tone of voice, and storytelling strategy to enhance brand narrative.
- **Marketing & Advertising Strategy**

HEAD OFFICE

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- Oversee integrated paid, owned, earned, and shared media plans across digital, print, broadcast, and out-of-home channels.
- Manage agency relationships, media buying, creative approvals, and audience targeting to maximize ROI.
- Lead email marketing, website strategy, and content scheduling to engage and grow the fanbase.
- **PR & Media Relations**
 - Coordinate with communications teams, PR agencies, and media partners to secure national and international coverage.
 - Plan and execute tournament launch, press releases, interviews, and unique storytelling angles.
 - Manage media accreditation, media centre operations, and mixed zone logistics during the event.
- **Content Strategy & Fan Engagement**
 - Direct content creation across channels to showcase athlete stories, event culture, and fan experience.
 - Collaborate with partners and sponsors on co-branded campaigns, activations, and community outreach initiatives.
 - Support matchday run-of-show, sponsor activations, fan zones, and in-venue branding to elevate the live experience.
- **Performance & Legacy**
 - Set and track KPIs for reach, engagement, ticket sales, and ROI, providing real-time insights and post-event analysis.
 - Develop initiatives that grow rugby's profile in Canada, support grassroots engagement, and strengthen the event's long-term impact.

REQUIRED SKILLS & QUALIFICATIONS

- 6–10 years of progressive experience in marketing, communications, project or brand management (sports, entertainment, or events experience strongly preferred).
- Demonstrated experience leading integrated marketing campaigns with measurable results.
- Strong leadership, project management, and stakeholder engagement skills.
- Proficiency in digital marketing platforms, CRM tools (HubSpot considered an asset), and analytics software (Google analytics)
- Experience managing agencies and vendors across creative, media, and PR.
- Exceptional verbal and written communication skills.
- Passion for sport, fan engagement, and event culture.

What You'll Bring

- Strategic thinker with the ability to execute with precision.
- Comfortable in high-paced, dynamic environments
- Collaborative and adaptable – a team player who thrives in cross-functional environments.

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- A creative eye and strong sense of brand integrity.
- Passion for creating unforgettable fan experiences.
- Excellent organizational and multitasking abilities.
- Knowledge of the Vancouver Sevens event and the sports industry is an asset.

If you're ready to help shape one of the most exciting annual sporting events in Canada as it enters its second decade, we want to hear from you.

Don't have everything listed above? If you have some of these qualities and believe this is the position that will make you excited to come into work, then we want to hear from you!

How to Apply

Interested candidates are invited to apply online at <https://rugbyca.bamboohr.com/careers>. Only those candidates selected for an interview will be contacted. This position will remain open until filled; however, we encourage you to submit your application as soon as possible for full consideration

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