



RUGBY CANADA EMPLOYMENT OPPORTUNITY

Title: Manager, Marketing & Brand

Type of Position: Full Time/Salary

Location: Vancouver, BC

Reporting to: Senior Advisor, Marketing and Communications

Rugby Canada is the national sport organization committed to the domestic development and international success of rugby for Canada.

POSITION DESCRIPTION

This position is responsible for the development and delivery of the brand and marketing initiatives for Rugby Canada, including the HSBC Canada Men's and Women's tournaments and other high priority events that take place across Canada throughout the year. The manager will work closely and collaboratively with the Media and Communications manager to develop and deliver an integrated approach to all public facing campaigns, including sport and event promotion, ticket sales, merchandise, and team/athlete profile building. This role will also be responsible for establishing and maintaining a consistent brand voice, look and feel across all facets of Rugby Canada's properties, including the high-profile Canada Men's and Women's Sevens tournaments. In addition, the Marketing & Brand Manager will be responsible for driving the strategy for canadasevens.com, with an emphasis on promotion and ticket sales for the Canada Men's and Women's Sevens events in Vancouver and Langford.

RESPONSIBILITIES

- Develop and execute a centralized marketing plan on behalf of Rugby Canada focusing on organizational goals and objectives;
- Work closely with Rugby Canada's Manager of Media and Communications in the development of a centralized and integrated annual marketing/communications calendar;
- Lead Rugby Canada's event marketing planning, production, and execution across all media channels: TV, radio, out of home, social and digital;
- Establish organization-wide protocol to ensure brand consistency across all Rugby Canada properties including the Men's and Women's Canada Sevens tournaments;
- Negotiate and track all MII provided by media partners in accordance with budget targets;
- Strategic development and delivery of marketing content for rugby.ca, and canadasevens.com, including Canada Sevens social media channels;
- Serve as lead operational/deliverable contact with the brand and marketing AORs, as well as external resources/contractors required to deliver on all marketing initiatives;

RUGBY CANADA

Toronto Office / Bureau de Toronto
30 Rue East Beaver Creek Road, Suite 110
Richmond Hill, ON CANADA L4B 1J2
Tel / Tél: 905 707 8998
Fax / Téléc: 905 707 9707

Victoria Office / Bureau de Victoria
3024 Rue Glen Lake Road
Langford, BC CANADA V9B 4B4
Tel / Tél: 250 418 8998
Fax / Téléc: 250 386 3810

rugby.ca
info@rugby.ca





- Responsible for the production and delivery of brand collateral that supports Rugby Canada events including Men's and Women's Canada Sevens tournaments;
- Lead on the sourcing, assignment and contracting of videographers and photographers for the development of marketing materials;
- Oversee and manage the position of Marcomms Coordinator, providing leadership and training where required, and identifying opportunities for development;
- Serve as liaison with World Rugby and their associated agency contacts and ensure an efficient and positive working relationship;
- Production of comprehensive marketing reports for Board and key stakeholder reporting.

TRAINING QUALIFICATIONS

- Results-oriented, able to set priorities and deliver consistently to a high professional standard
- A positive and motivating leader dedicated to fostering growth of direct reports;
- A collaborative team member who can establish strong working relationships with colleagues within the organization;
- Ability to thrive in a fast-paced and ever changing work environment.

SKILL & KNOWLEDGE QUALIFICATIONS

- 5 years' marketing experience in the sport or event industry;
- Bachelor's degree from a recognized institution – a degree in marketing, communications, or related field considered an asset;
- Proven experience in promotion of owned content through paid media and partnerships;
- Experience developing digital campaigns across social media channels: Twitter, Facebook, Instagram;
- Experience driving a brand strategy on behalf of an organization;
- Experience developing both digital and event brand collateral;
- Must have previous experience in overseeing project teams or managing direct reports;
- Excellent decision making/problem solving skills;
- Exceptional relationship management skills and proven leadership capabilities;
- Strong organizational skills, time management and attention to detail;
- Exceptional verbal and written communications and presentation skills;
- Ability to collect and analyse data and develop strategic insights;
- Experience in suite products: Wordpress, google Analytics, Photoshop
 - Knowledge of Adobe Creative suite: Photoshop, illustrator
 - Knowledge of HTML / CSS an asset
- Fluency in English required; fluency in French an asset

RUGBY CANADA

Toronto Office / Bureau de Toronto
30 Rue East Beaver Creek Road, Suite 110
Richmond Hill, ON CANADA L4B 1J2
Tel / Tél: 905 707 8998
Fax / Téléc: 905 707 9707

Victoria Office / Bureau de Victoria
3024 Rue Glen Lake Road
Langford, BC CANADA V9B 4B4
Tel / Tél: 250 418 8998
Fax / Téléc: 250 386 3810

rugby.ca
info@rugby.ca





DEADLINE FOR SUBMISSIONS

If interested in the above position, please forward a resume and cover letter to Mary Fraser, Senior Advisor Marketing & Communications at maryfraser@rugby.ca by September 17, 2018.

Only candidates selected for an interview will be contacted.

RUGBY CANADA

Toronto Office / Bureau de Toronto
30 Rue East Beaver Creek Road, Suite 110
Richmond Hill, ON CANADA L4B1J2
Tel / Tél: 905 707 8998
Fax / Téléc: 905 707 9707

Victoria Office / Bureau de Victoria
3024 Rue Glen Lake Road
Langford, BC CANADA V9B 4B4
Tel / Tél: 250 418 8998
Fax / Téléc : 250 386 3810

rugby.ca
info@rugby.ca

Canada

