



JR20115 Senior Manager, Event Operations and Promotions

University of British Columbia
Athletics and Recreation
Full Time | Ongoing | Vancouver Campus

Job Description

Under the direction of the Director of Internal Operations and Strategic Initiatives, the Snr. Manager, Event Operations and Promotions will develop and implement strategic unit integration and alignment to advance the operational effectiveness and programs of the Varsity Event Operations, Sport Marketing and Communications units. Core responsibilities of this position include but are not limited to providing strategic program leadership and oversight to varsity event operations, overseeing the development, planning and implementation of sport marketing and promotions and communications, identifying and implementing tactics to expand the profile of varsity athletics, evolving integrated operational planning and execution and increasing attendance, engagement and ticket revenue at all varsity events.

The Snr. Manager, Event Operations and Promotions is responsible for overseeing the development, management and execution of program event operations, sport marketing and promotions and communications for all major UBC Thunderbird Varsity event programs. This includes engagement events of various size, scope and significance and managing the planning and execution of over 100 varsity home games (often simultaneously) and hosted conference and national championships. The position is also responsible for managing client, stakeholder and partner relations. As part of the Vice President Students (VPS) portfolio, the Snr. Manager, Event Operations and Promotions is also responsible for collaborating with colleagues within VPS to ensure event, sport marketing and communications activities align with the goals and practices of the portfolio and the greater university.

This position will organize work to ensure that they are present during peak service and operational times to support the department including evenings and weekends and will have flexibility related to desk and field work. This position works primarily out of an office located in War Memorial Gym.

Organizational Status

Athletics & Recreation (A&R) is a department within the VP Students portfolio, with a strong focus on creating an exceptional UBC student experience. The A&R Department has a team of approximately 125 employees, and is led by a strong cross-unit management team. It services over 60,000 students through recreational programming, 26 varsity teams, and 13 competitive clubs along with thousands of members of the UBC community.

This position is an integral member of Varsity Events Unit. Within this Unit, they report to the Manager, Varsity Events and work collaboratively with the Operations Coordinator, War Memorial Gym. This position is ultimately responsible to the Director of Athletics, Operations and Team Support.

Work Performed

Game Day Event Operations

- Responsible for the development and implementation of strategic and operational plans for all aspects of all



varsity event operations.

- Provides strategic leadership and oversight of the annual planning, organization and regulatory compliance for all varsity game and league operations, inclusive of pre-season and exhibition games, league games, playoffs, conference championships, national championships, and varsity student or program centered celebrations.
- Supports the development and management of National championships, USPORTS and Canada West conference and playoff schedules for UBC varsity teams, in collaboration with the Varsity Leadership Team, varsity coaches, and league administration.
- Develops and leads the long- and short-term approaches and planning for various annual and one-off events. The types of events may vary to include: national championships, festival events, theme events, sport events, receptions, academic events and galas.
- Responsible for the strategic development, recommendation, and implementation of UBC A&R policies, protocols, and procedures affecting game operations event management.
- Responsible for providing strategic leadership and oversight of all aspects of game-day operations including scheduling, sport officials, facility logistics, ticketing, in-game promotions, security, and safety planning.
- Works alongside senior leadership, varsity coaches, and administration staff as necessary to ensure cooperation, integration, and assistance in the professional administration of the Varsity Game Operations program areas.
- Ensures that UBC policies related to all aspects of event management, financial and supply management are adhered to. Identifies situations that may pose a reputational risk or could be potentially dangerous.
- Negotiates contracts with on and off-campus suppliers

Sports Marketing and Communications

- Leads the development and execution of an audience-focused strategic marketing and promotions plan that drive fan and brand engagement and increase ticket sales and revenue.
- Manages the development and implementation of marketing and promotions plans and workflow processes, providing guidance and reviewing plan outputs including: new marketing materials for all units such as program guides, promotional sport program and recruiting materials, websites, annual reports etc.
- Responsible for the integration and alignment of varsity event marketing and operation plans, and provides strategy and direction for game day audience engagement and brand activations.
- Plans and executes strategies and tactics to support portfolio, sport program as well as department-wide marketing activities, ensuring that marketing activities and channels support strong student and community engagement.
- Responsible for strategic oversight and management of communications strategies and efforts designed to impact the University and external community, and increase awareness of and engagement in Athletics and Recreation events and activities.
- Develops creative strategy and concepts to enhance and build new communication and media relations initiatives to achieve increased awareness and community engagement.
- Collaborates with the Recreation Marketing team to integrate and align marketing and communication strategies.
- Conducts and/or collects market research to understand user preferences, attitudes and needs to inform strategy development and provide expert advice on strategic positioning, emerging trends and opportunities.

Staff Management

- Responsible for the recruitment, hiring, training, mentoring, terminating, disciplining, and evaluating of full time

and part time staff, 3rd party contractors and student staff. Directs, supports and implements customized training programs for new, incoming full-time staff.

- Responsible for managing and providing ongoing leadership and development to the Varsity Operations, Sport Marketing and Communications staff.
- Monitor standard operating procedures and work methods, ensuring consistent, high quality standards.
- Sets performance goals and coaches employees to achieve desired results. Conducts performance reviews and provide constructive feedback to employees.
- Provides coaching on a timely basis; develops goals and expectations, identifies training and development, includes all aspects of OH&S, technical, and administrative requirements.

Financial Management

- Responsible for the oversight of the Varsity Operations, Sport Marketing and Communications operating budgets.
- Ensures sound fiscal management and oversight on Varsity Operations, Sport Marketing and Communications business operations.
- Responsible for the creation of a long-term strategic planning for all areas within scope of position.
- Responsible for maintaining fiscal accountability, including the preparation of budgets, quarterly projections, and reconciliation of all assigned accounts on a monthly basis.
- Leads business unit objectives including reaching financial targets for ticket and program sales.
- Oversees the management of physical inventory and inventory tracking systems to optimize inventory control procedures.
- Develops and monitors the budget for events for approval by the Director and/or client stakeholder

General Responsibilities

- Assists in the development, implementation, monitoring, and evaluation of departmental policies and procedures.
- Plays an active role in furthering UBC Athletics and Recreation's vision, values and strategic objectives through facility and staffing initiatives.
- Establishes productive, professional relationships with clients and stakeholders, including contracted external service providers.
- Prepares and maintains a variety of records and reports related to the work.
- Acts as a leader with the department by actively participating in standing and/or adhoc committees to ensure department strategic objectives as met.
- Maintains familiarity with major marketing trends, issues and technologies.
- Attends meetings, staff training retreats and completes other tasks as necessary.
- Performs related work as required.

Consequence of Error/Judgement

Makes independent decisions and recommendations in areas of unit strategic direction, budgets, planning, organizing and scheduling of work. Exercises judgment and tact in dealing with the public, staff, faculty members, students and external vendors. This position represents the department of Athletics and Recreation, the students, and the University. Incorrect decisions/judgment will directly affect Athletics and Recreation and UBC's reputation within the community at large. Incorrect decisions would have impact on the operations of the facility and reputation of the department and the University.



Supervision Received

Works autonomously. Work is reviewed in terms of achievement of defined goals under the general guidance from the Director of Internal Operations and Strategic Initiatives. Supervisor provides guidance and direction to the position, but the execution and decision making of the responsibilities are solely that of the incumbent. Due to the magnitude of the program, staff are empowered to execute their responsibilities and work independently.

Supervision Given

Responsible for recruiting, interviewing, selecting, training, supervising, and evaluating staff. Manages Varsity Operations, Sport Marketing and Communications unit teams including: Manager, Varsity Operations, Senior Manager, Communications and Media Relations, Coordinator, Sport Marketing and Promotions, full-time, part-time and hourly staff.

Minimum Qualifications

- Undergraduate degree in a relevant discipline. Minimum of six years of related experience, or the equivalent combination of education and experience.
- Willingness to respect diverse perspectives, including perspectives in conflict with one's own
- Demonstrates a commitment to enhancing one's own awareness, knowledge, and skills related to equity, diversity, and inclusion

Preferred Qualifications

- Experience in athletic event management, in a college/university or multisport games environment preferred.
- Considerable supervisory experience gained through progressively more responsible positions in the area of athletic event development with an emphasis on service delivery.
- Ability to manage organizational changes, anticipate future events, and determine service delivery alternatives to ensure an efficient use of resources.
- Demonstrated financial accountability and financial fluency.
- Demonstrated ability to build partnerships and alliances with peers, coaches, partners, business communities, association partners and staff.
- Effective oral and written communication and interpersonal, presentation, and public relations skills.
- Demonstrated skills and competencies in planning, organization, and project management; leadership and staff and team development; coaching and facilitation; and customer service.
- Experience initiating, managing, and evaluating complex projects (including digital communications projects) with multiple stakeholders and interests.
- Experience in the development and implementation of complex marketing programs that deliver on business objectives
- Experience using established and emerging social media channels for communication and audience engagement. Strong analytical skills and ability to use analytical tools to measure success and deliver actionable recommendations.
- Ability to exercise initiative, tact and diplomacy.
- Demonstrated self-starter and ability to be innovative, flexible and entrepreneurial.
- Strong leadership, communication, organizational and time management skills required.
- Ability to work effectively independently and in a team environment, and to bring energy, motivation and enthusiasm to the job.
- Ability to exercise sound judgment, multi-task, prioritize and work effectively under pressure with demanding stakeholders to meet deadlines.



- Ability to take initiative, analyze problems, identify key information and issues, and effectively resolve.
- A strong knowledge of and experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver), Wordpress, Microsoft Access, Excel, Outlook, Word; experience with project management applications.
- Must possess a full Class 5 driver's license.
- Excellent oral and written communication skills and experience with copywriting is an asset.
- Able to lift or move heavy objects of approximately 50lbs.
- Knowledge of pertinent WCB and OH&S standards.

How to Apply

Please submit your application through the [UBC Careers page](#).

Posting End Date: 11:59pm on March 24, 2025