



Sales Manager

Location: Toronto, Ontario

About GWN: Dragon boat racing is the fastest growing water sport in the world. Helping to drive that expansion in North America is Great White North (GWN) Dragon Boat, the continent's largest, full-service dragon boat racing company.

Each year, GWN produces more than 50 events across North America including watersports, running and soccer. GWN offers start-to-finish event management services, corporate team-building experiences, and social marketing initiatives. Our strategic selling division, Sponsorship Canada connects world-class events with brands. Service offerings include: valuation, strategy development, and sponsorship and naming rights sales.

As GWN continues to grow our watersports series, Major League Dragon Boat, we are looking for an experienced and energetic sales coordinator to add to our team. The environment is fun, fast-paced and highly rewarding.

The core responsibility of this position is to work with the Director of Sales and Marketing to ensure the continued growth of the Major League Dragon Boat events. This will include proactively seeking out strategic opportunities, engaging new corporations and organizations, and building relationships with highly engaged teams and individuals.

The incumbent will also manage the GWN's retail sales operations. This includes all elements of the process from inventory management, to web sales and pop-up retail at MLDB and other events throughout the year.

If you are a self-starter, results oriented, and possess the business development talent to establish and maintain a client base, then this is the job for you.

Key Responsibilities:

- Develop new ways to engage continued and/or new participation in the events.
- Engage and support existing and new corporate team development and implement a program to achieve growth targets.
- Work with the charitable partner and its' volunteers to engage key stakeholders, vendors, employees and supporters to both participate and fundraise.
- Develop a plan to engage groups on an individual and team basis to keep their interest and commitment to ongoing support and engagement in the events.
- Look at external best practices to ensure events have continued success.
- Manage the production and inventory management of GWN's retail operations.
- Manage and operate the pop-up retail tour at MLDB and other events.
- Oversee the development of the online sales portal.

Experience:

- Minimum one-year marketing, sales, consumer marketing/advertising and/or events experience
- Transaction (retail, consumer goods or service) background preferred
- Inside sales and customer service experience

Core Competencies:

- Passion for the vision, entrepreneurship, partnerships and accountability
- Demonstrated strength in project management
- Demonstrated understanding of events and marketing management
- Strong communication skills
- Results-oriented, able to set priorities and deliver consistently to a high professional standard
- Effective organizational and interpersonal skills
- Excellent decision making skills with the ability to make recommendations and to use good judgment in assessing difficult situations
- Ability to work effectively and calmly under pressure/stressful conditions and to meet multiple and competing deadlines
- Manages people and financial resources effectively and efficiently
- Exercises initiative and good judgment with ability to multi-task
- Strong analytical, evaluation and assessment skills
- Adapts to and implements change and facilitates its acceptance by others
- Knowledge and/or interest in water sports
- Ability to lift and carry 40 lbs.
- Must have a "G" class driver's license
- Ability to travel within Canada and the United States (<10% of the time)

For more information or to apply please contact us at: jobs@gwnevents.com

We thank all interested applicants, however, only those under consideration will be contacted.