

Faculty of Kinesiology and Physical Education, University of Toronto Varsity Blues

POSITION TITLE Assistant, Sponsorship & Strategic Partnerships

Faculty: Kinesiology and Physical Education

Pay Range: \$20.00/hour, 10 hours per week

Classification: USW Casual

Contract Start Date: September 29, 2025

Contract End Date: February 27, 2026

Thursday - Monday

Submission Deadline: September 15, 2025

Reporting to the Manager, Sponsorship & Strategic Partnerships, the incumbent will work on a small sponsorship team to support fulfilment and tracking of all partnerships. The incumbent supports fulfillment by attending Varsity Blues games, working directly with clients for in-game activations and ensuring all marketing assets are present at games. As an assistant to the Manager of Sponsorship, the Sponsorship Assistant will also support the role with tracking and measurement to ensure all partnerships are in fulfillment.

The incumbent will engage with staff of the Intercollegiate and Marketing team including Promotions Coordinator, Communications Coordinator, Apparel & Merchandise Assistant Manager and Athletic Events Coordinators. The Sponsorship Assistant will also work closely with the Sport & Rec Managers in Intramurals, Physical Activity, and Membership Services.

DUTIES

- Attend 1 (one) Varsity Blues fan-favourite game per weekend (Football, Hockey, Volleyball, Basketball) from September to March weekdays from 6pm - 10pm and/or weekend anywhere from 12pm - 9pm
- Ability to work 10 hours a week from September 29 – December 5, and January 5 – February 27
- Communicate directly with clients during in-game activations at Varsity Blues games
- Coordinate inventory of sponsorship assets during Varsity Blues and Sport & Rec events
- Capturing, managing and archiving event photos
- Track apparel and beverage purchases for exclusive sponsors (ie. Under Armour)
- Track and measure other sponsors using Microsoft Office tools
- General administration support to Manager of Sponsorship & Strategic Partnerships
- Liaising with other Sport & Rec staff for sponsorship fulfillment
- Other duties as assigned

QUALIFICATIONS

Experience: Minimum 3-years experience in a sports environment in any capacity including playing, coaching, volunteering and/or administration

Other:

1. Ability to deliver high quality work in an environment of overlapping and time sensitive tasks. Attention to detail is required.
2. Ability to communicate with external partners and stakeholders
3. Ability to work in an administrative environment with proficiency in Microsoft Office
4. Ability to successfully function independently with minimal supervision
5. Ability to work with diverse groups of people
6. Ability to exercise initiative, discretion and good judgment
7. Excellent interpersonal and communication skills
8. Able to work a flexible schedule, including evenings and weekends

Please send resume to:
Alicia Lashley
Manager, Sponsorship and Strategic Partnerships
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