



HOST SOCIETY JOB POSTING

Job Title: Manager of Sponsorship, Marketing & Communications

Reports to: General Manager

Organization Overview: The Arctic Winter Games (AWG) are a bi-annual world class sporting and cultural event, with 2,000 participants and an equal number of volunteers from around the circumpolar north. Designed to celebrate the unique sports and cultural heritage of the Arctic, this multisport event showcases 20+ traditional and non-traditional sport competitions as well as a weeklong cultural exchange program. The Whitehorse 2026 Arctic Winter Games Host Society was formed to plan and deliver the 2026 Arctic Winter Games.

Position Overview: As a member of the 2026 Arctic Winter Games Host Society the Manager of Sponsorship, Marketing and Communications will play a pivotal role in the strategic leadership, planning, integration, direction and operational support in revenue generation, communication, and marketing. The ideal candidate will be highly motivated, creative, results-driven, with a passion for fostering mutually beneficial partnerships.

Key Sponsorship Responsibilities:

1. **Partnership Development:** Work with the Sponsorship Committee to identify, cultivate and manage strategic partnerships with corporations, brands, government entities and other organizations aligned with the values and objectives of the 2026 Arctic Winter Games.
2. **Sponsorship Acquisition:** In partnership with the Sponsorship Committee, lead the sponsorship acquisition process, from prospecting and pitching to negotiation and contract finalization, ensuring alignment with our organizational goals, and maximizing revenue opportunities.
3. **Customized Proposals:** Work with the Sponsorship Committee to develop customized partnership/sponsorship proposals and packages tailored to the needs and objectives of prospective partners and sponsors, highlighting the unique opportunities for brand visibility, engagement, and activation that the 2026 Arctic Winter Games offers.
4. **Activation Planning:** Collaborate with the Sponsorship Committee and other functional areas with the Host Society to develop and execute creative activation plans that leverage sponsor assets and deliver exceptional value to sponsors while enhancing the overall experience for participants and spectators.

5. **Contract Compliance:** Ensure compliance with partnership/sponsorship agreements and deliverables, including brand integration, promotional activities, and fulfilment of sponsor benefits.

Key Marketing & Communication Responsibilities:

1. **Communication Strategy:** In partnership with the Communications and Marketing Committee develop and execute a strategic communication plan, including crisis communication plans, to effectively promote the 2026 Arctic Winter Games to various stakeholders, including athletes, fans, sponsors, media, and the public.
2. **Media Relations:** With the Communications and Marketing Committee cultivate and maintain relationships with local, national, and internal media outlets, pitching stories and arranging interviews and generating media coverage before, during and after the 2026 Arctic Winter Games.
3. **Content Creation:** Create compelling and engaging content for multiple platforms including website, social media, email newsletters, press release, blogs, and marketing materials to drive awareness, excitement, and participation.
4. **Brand Management:** Ensure consistency and integrity of the organization's brand across all communication and marketing channels, including visual identity, message, and tone.
5. **Digital Marketing:** Working with committee members develop and implement digital marketing campaigns to promote ticket sales, merchandise, sponsor activation and other revenue-generating initiative utilizing a variety of channels.

Other Key Responsibilities:

1. **Budget Management:** With the General Manager and 2026 Arctic Winter Games Management team, manage assigned budgets effectively, tracking expenses and revenue and optimizing resource allocation.
2. **Reporting and Analysis:** Monitor and analyze performance metrics and provide regular reports and insights to committee members and General Manager.
3. **Relationship Management:** Build and maintain strong relationships with 2026 Arctic Winter Games management team to ensure all interdependencies are identified and addressed.

Qualifications:

- Post Secondary degree/diploma in Marketing, Communications, Business Administration, Sports Management, or related field.
- Minimum of 3 years of experience in a related management position, preferably within the sport industry or event management.

- Proven track record of successfully pitching, negotiating, securing, and managing partnerships and sponsorships, with a focus on revenue generation and relationship building.
- Demonstrated experience in media relations, including pitching stories, securing media coverage, and managing press inquiries.
- Proficient in digital marketing tools and platforms, including social media management, email marketing, content management system and analytics tools.
- Excellent written and verbal communication, interpersonal and networking skills with the ability to build and maintain relationships with diverse stakeholders.
- Highly organized and detail-oriented with the ability to manage multiple projects and deadlines simultaneously.
- Willingness to travel and work flexible hours, including evenings and weekends as required.

Conditions of Employment:

- Office hours may fluctuate at different points during the planning process leading up to the Games but will normally not exceed 40 hours per week.
- All applicants must be legally entitled to work in Canada at the time of application.
- Criminal Records Check with Vulnerable Sector Verification required for all positions.
- Credential checks may be required.

Term: May 2024 – April 2026

Salary Range: \$85,000 - \$100,000

We thank all who apply, however, only those selected to proceed in the recruitment process will be contacted.

Important Note:

- Relocation assistance maybe considered.
- Housing costs will not be provided.
- The Host Society reserves the right to change, amend or disuse this job description at any time. This document is intended to provide an overview of the required responsibilities and qualifications.