



GREATER TORONTO HOCKEY LEAGUE - MEMBERSHIP SERVICES

Background & Company Overview:

The Greater Toronto Hockey League is a non-profit organization, registering more than 40,000 annual participants in Markham, Mississauga, Toronto, and Vaughan. The GTHL governs minor hockey in the Greater Toronto area, serving all participants including players, coaches, and officials. The GTHL operates in the areas of rules, regulations, officiating, development, events, outreach, and more. The GTHL's provincial governing body is the Ontario Hockey Federation and is a member of Hockey Canada.

Position Title:

Manager, Business Development

Position Type: Full-Time

Starting Date: To be determined

Application Deadline: November 18, 2022

Position Description

The Greater Toronto Hockey League is accepting applications for the Manager, Business Development. Reporting to the Senior Manager, Membership Services, Executive Director and Chief Operating Officer, and General Manager, the Manager of Business Development oversees GTHL marketing initiatives, sponsorship sales and servicing, partnership programs, grant sourcing, and is the marketing and sponsorship lead for all GTHL events.

Duties & Responsibilities:

1. Generate revenue by leading the sponsor acquisition and renewal process from start to finish including:
 - Lead generation and initial contact
 - Concept development and creative vision
 - Proposal creation and presentation
 - Contract negotiations
 - Reporting and monitoring including measurable ROI indicators for sponsors
2. Manage and service all GTHL corporate partnerships by ensuring the proper delivery of sponsor benefits.
3. Oversee the management and execution of sponsored GTHL special events with the Coordinator-Events and Communications to execute GTHL events, including but not limited to: Puck Drop Weekend, Under-12/13 Challenge Cup, GTHL Top Prospects Game, U18 All Star Festival, I Play in the G, OHL Cup, PlayStation Platinum Cup, Pro Hockey Life Cup, GTHL Awards Gala, GTHL Annual General Meeting, and GTHL Legacy Classic Golf Tournament. Duties include, but are not limited to:
 - Sponsorship activation
 - Concept development and creative vision
 - Developing critical paths, project plans, event details, and timelines
 - Set up and tear down of event site
 - Staffing and volunteer management
 - Liaising with other departments to ensure all objectives are met
 - Liaising with external suppliers, vendors, and rental companies
4. Sourcing of grant opportunities and oversee the successful application process to each funding source. Further duties include but are not limited to:
 - Concept development
 - Ensuring that the GTHL is fulfilling its obligations to the funding source
 - Completing required reporting to the funding source
 - Developing critical paths, project plans, event details and timelines
 - Liaising with other departments to ensure all objectives are met

5. Work in tandem with Manager, Communications and Marketing to provide marketing services to League sponsors and partners, and increase the League's profile through newly created marketing initiatives.
6. Work closely with the Executive Director, other senior staff and several committees on long term strategic planning as it relates to marketing, sponsorship, and revenue generation.
7. Maintain important business relationships with external agencies, suppliers, and consultants.
8. Assist with the launch and ongoing management of the GTHL Events team and creation of new GTHL events and programs in relation to League sponsors and partnerships.
9. Other duties as may be required.

Education & Training

- Diploma or Degree in sport management, marketing, business administration, or related discipline (i.e.: recreation, non-profit, corporate communications)

Knowledge, Skills and Abilities

- Proven sales track record of marketing properties
- Experience with CRM software (i.e.: Salesforce)
- Familiarity with MS Excel (analyzing spreadsheets and charts)
- Understanding of sales performance metrics
- Excellent communication and negotiation skills
- Ability to deliver engaging presentations
- Experience in securing grants and donations and managing the allocation of them
- Experience within a volunteer-based sport organization or non-profit
- Ability to work closely with a team of people and provide management and leadership skills
- Ability to work independently and with a team
- Strong interpersonal and communication skills
- Organizational and time management skills
- Excellent client/partner/customer servicing abilities
- Expert ability to interact and maintain relationships with key stakeholders from volunteers to executives
- Ability to thrive in a deadline-driven, team environment
- Problem-solving abilities
- Strong attention to detail while being able to maintain long term strategic vision
- Able to balance hands-on execution with organizing and monitoring projects
- Report writing and sales analytics abilities
- Understanding of current sales and marketing analytics and trends
- Knowledge in use of computer applications

Compensation

The position includes a base salary with commission and bonus opportunities. With applications, please provide salary, commission, and bonus expectations.

Resume and inquiries can be emailed to:

Brian Kyla-Lassila
Senior Manager, Membership Services
BKyla@GTHLCanada.com

The GTHL thanks all individuals for their interest. Only those candidates selected for an interview will be contacted.

The Greater Toronto Hockey League is an inclusive employer. Accommodation is available under the [Ontario Human Rights Code](#).