



POSITION DESCRIPTION

Position Title:	Director, Sales & Marketing
Immediate Supervisor(s):	Alan Trivett, Executive Director
Date:	June 15, 2011

POSITION SUMMARY:

The Director, Sales & Marketing for Triathlon Canada is responsible for leading (1) the creation and management of strategic partnerships and sponsorships that deliver both revenue and strategic value to Triathlon Canada, and (2) the management and development of the Triathlon Canada brand.

The Director, Sales & Marketing is a significant contributor toward one of the organization's main revenue generating functions. This individual is also an important ambassador for Triathlon Canada, acting as a liaison between the national office, provincial organizations, and/or sponsors, while collaborating with these partners to deliver commercial solutions of mutual benefit. This role reports to the Executive Director and works on behalf of a volunteer Board of Directors.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES:

- **Sponsorship** – Seek and secure sponsorships and/or other strategic partnerships that help Triathlon Canada meet its near-term and long-term financial and commercial goals. Build a portfolio of high-value, long-term sponsor partnerships whose brands represent a strong fit with the Triathlon Canada brand positioning.
- **Fundraising** – Look for opportunities to increase revenue through fundraising campaigns and other philanthropic granting agencies.
- **Relationship Building** – Contribute to a strong sense of collaboration and trust between Triathlon Canada, the Provincial Governing Bodies and their respective Sponsor partners. The Director, Sales & Marketing is an important ambassador for Triathlon Canada's Business Development agenda. He/she must be seen as a problem-solver who is consistently focused on possibilities vs. limitations, employing a positive, collaborative approach to all negotiations across a variety of different internal and external transactions.
- **Strategic Thinking** – Review and assess all aspects of the Triathlon Canada asset portfolio and selling process to develop and recommend strategies for improvement. The Director, Sales & Marketing will support the identification and development of the key building blocks that will drive breakthrough growth in Triathlon Canada revenues. He/she must also identify strategies for improving Triathlon Canada's approach to selling partnerships, including the identification of best-in-class selling tools and processes that improve the chance of success.
- **Brand Management** - Review and consistently monitor Triathlon Canada's brand positioning and implementing initiatives for development.
- **Licensing** - Develop Triathlon Canada's licensing opportunities.

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE):

The ideal individual brings a combination of initiative, creativity, experience, and strategic thinking to the role and exemplifies clearly the values of Triathlon Canada. Specific skills and abilities include the following:

- Demonstrated track record in business development and sales, generating *strategic* partner prospects and securing partnerships on the basis of a strategic, persuasive selling story
- A broad working knowledge of key Marketing concepts and functions including:
 - Brand activation and promotion across all key touchpoints (events, retail, multimedia)
 - Media – TV, Radio, Print, Digital, Mobile
 - Brand strategy and positioning
 - Marketing Metrics – broadcast ratings, research in brand and promotion tracking
- Established relationships and experience within the sports and media industry in Canada
- More than just an ability, but a strong propensity to work and foster a collaborative team-oriented environment
- A toolkit of best practices and processes that help facilitate smooth, error-free transactions, while helping instill disciplined management of business fundamentals
- Strong interpersonal skills and a positive, collaborative disposition as an ambassador for Triathlon Canada
- Outstanding oral and written communications skills – the ability to communicate in an articulate, succinct and professional manner exemplary of a true professional

Education/Experience:

- Minimum of an Undergraduate degree in business. Other relevant post graduate degrees or training will merit strong consideration.
- A minimum of 5 years relevant experience in partnerships, marketing and business development. Ideally, this experience comes in the areas of sports and entertainment, marketing, media, and sponsorships.

Applications with a cover letter, resume, a minimum of three references and salary expectations should be submitted to the address above by June 30, 2011 to the attention of the Executive Director. Electronic submissions are acceptable (alan.trivett@triathloncanada.com).

Triathlon Canada is an equal opportunity employer and thanks all applicants for their interest, however only those applicants who will be invited to interview with us will be contacted. Financial support for this position is provided by Sport Canada.