



Position Title: Vice President of Business Operations

Company description: The Edmonton Stingers are the two-time champions of the Canadian Elite Basketball League (CEBL), Canada's top-level professional basketball league. With deep ties to the local community, the Stingers are led by Edmontonian ownership, front office staff, and players. We pride ourselves on community engagement, championship caliber basketball, and a top-tier fan experience. The CEBL Season runs from May-August each year.

Location: Edmonton Stingers Head Office, 7515 118th Ave NW, Edmonton AB.

Some offsite work may be required.

Hours: Standard: 9 AM - 5 PM, Monday - Friday

Weekend and evening hours will be required in line with Stingers home schedule.

Start Date: March 16th

Compensation: \$65,000 - \$80,000 annually depending on experience.

Position Summary:

- **Marketing**

- Lead overall marketing and communications strategy, direction, and brand identity.
- Work with Content Manager and content team to produce high-quality content across digital channels such as social media, email marketing, and team website.
- Oversee out-of-home campaigns and advertising spend with a focus on driving ticket sales and building awareness.
- Manage and monitor marketing campaigns adjusting as needed to reach KPIs.
- Drive media relations with engaging, polished press-ready press releases and advisories.

- **Ticketing**

- Manage ticket sales strategy and outreach plan including timing of campaigns and launch of new products.
- Work collaboratively with marketing team to support ticket sales strategy
- Oversee Account Executives, supporting the revenue generation team with direction, call "buckets," and data segmentation

- Provide accurate ticketing reporting and insight to leadership
- **Gameday**
 - Lead overall fan-focused gameday operations including script production, gameday staff management, and venue relations.
 - Work with sponsorship team to ensure proper execution of gameday sponsorship assets
 - Working with setup crew and venue staff, organize and facilitate gameday setup ensuring layout of signage, merchandise setup, operations equipment, and fan engagement activations.
 - Build gameday scripts and run
- **Events**
 - Organize special events for season ticket holders, partners, and fans.
 - Manage distributors and vendors to ensure smooth operations and positive guest experiences.
 - Manage staff, seasonal employees, and interns throughout the planning and execution of each event.

Qualifications/Requirements:

- 2-5 years of experience in a management role.
- A degree in sports management is an asset.
- Previous experience in professional sports is an asset.

Please send your resume and cover letter to careers@thestingers.ca with the subject line **“Vice President of Business Operations.”**