



## **CEBL Winnipeg**

Director, Brand & Revenue

**Position:** Director, Brand & Revenue  
**Reports to:** President, CEBL Winnipeg Club  
**Location:** Winnipeg, MB  
**Job Type:** Permanent, Full-time. Salary + commission

### **About the Canadian Elite Basketball League (CEBL)**

Basketball is the fastest growing sport in Canada and the CEBL is at the forefront.

A league created by Canadians for Canadians, the CEBL is thriving as the only Canadian-based global team sports brand. It is recognized as among the best of more than 200 FIBA pro leagues around the world. With 10 teams in six provinces and plans for continued expansion, it is the largest professional sports league in Canada. The CEBL season runs May through August, enabling the league to attract players with experience in the NBA, NBA G League, top international pro leagues, the Canadian National Team program, and major NCAA and U Sports programs.

Through its first four seasons, league rosters have been composed of 75 per cent Canadian talent, by far the highest percentage of Canadians found in any professional league. The CEBL represents Canada in the FIBA Basketball Champions League Americas, which features the top 12 teams representing seven countries from South and Central America and Canada.

Join us as we continue to grow Canada's premier pro sports league with this exciting opportunity at a new CEBL franchise in Winnipeg, Manitoba, Canada.

#### **GENERAL DESCRIPTION:**

The Director, Brand & Revenue plays a lead role in developing the partnership opportunity's framework and structure, generating revenue and building relationships with new and existing sponsors and managing the organization's brand. The Director, Brand & Revenue will also oversee the departments responsible for the creation and implementation of the club's marketing and community engagement initiatives.

#### **The Opportunity:**

- Lead the franchise's overall brand and revenue programs and staff, including the creation of strategic and operational plans designed to generate new opportunities and strengthen relationships with existing stakeholders and partners
- Oversee the development and implementation of all plans for the sponsorship, marketing, merchandise, programming and broadcast inventory departments
- Work with management and staff to ensure that franchise revenue goals are met and sponsorship and marketing objectives are achieved



- Hire, develop and motivate a successful team of employees and interns who meet our organizational standards of excellence
- Ensure integration and coordination of activities with the President, other CEBL staff and volunteers, ensuring strong horizontal communication and activity integration of all tasks and departments
- Implement effective reporting structures for account executives to empower them to take initiative and achieve success

### **Sponsorship**

- Establish and manage plans to meet sponsorship sales goals & operational budgets.
- Identify revenue opportunities and lead contract negotiations with sponsors
- Conceptualize cross-promotion opportunities with sponsors.
- Identify key in-market, in-game and activation opportunities for sponsors.
- Negotiate media agreements and partnerships.
- Work cooperatively with staff and committees to identify value in-kind opportunities within the plan and budget.
- Manage any contractual arrangements and deliverables made for Sponsorship, Marketing and Merchandise, including tickets, in-game opportunities, advertising, etc.
- Implement and/or oversee other related special events or programs for and with sponsors to positively impact and grow the Winnipeg franchise and its brand.
- Ensure effective communication and integration amongst the staff and sponsorship committee volunteers

### **Marketing & Communications**

- With the Marketing & Communications Manager, participate in the development and implementation of the image/advertising campaign, including graphic standards, creative, advertising design and placement, website design, photography and signage.
- Ensure the franchise has a strong presence in the Winnipeg market space, enhancing team image and position in the community.
- Lead initiatives with broadcast and webcast providers to develop a plan that supports the organization's revenue and marketing objectives.

### **Community Engagement**

- With the Community Engagement Manager, create and oversee plans to promote awareness and delivery of information about Winnipeg franchise events, initiatives and programs.

### **VIP Services**

- Participate in the development and implementation of hospitality and protocol plans, including welcome kit, VIP seating, VIP lounge, VIP invitations, VIP hosting, and special events.



### **Other Duties**

- Undertake other duties as assigned by the President to help further the organization's goals and objectives

### **Scouting Report on our Ideal Candidate:**

- Extensive experience in sales, sponsor management and marketing programs
- Proven negotiating and people skills
- Outstanding planning and coordination skills
- Strong administrative and organizational skills
- Significant ability to work in a complex and high-paced environment
- Flexible strong team-orientated management style
- The ability to be self-motivated and meet deadlines effectively
- Understanding of and capability to work within a mixed volunteer and staff planning and delivery model
- Willingness to work variable hours, including evenings and weekends during the basketball season
- Strong local ties to the Winnipeg and Manitoba market and existing relationships with local stakeholders

### **Preferred Skills and Qualifications:**

- Five (5) years of senior management experience in a significant corporate or organizational environment with responsibilities in marketing, sales, communications, and event management
- Post-secondary education with major course work in marketing, business or related discipline, or an equivalent combination of education and work experience
- Sound computer skills in a Microsoft environment, including Word, Excel and Outlook.
- Experience working with social media platforms & Google apps.
- Excellent verbal, written, electronic and related communication skills and capacities.
- Exceptional communication and presentation skills

### **Application Process:**

Please submit a cover letter and resume along with your salary expectations via email to [administration@cebl.ca](mailto:administration@cebl.ca) and include “**Director, Brand & Revenue**” in the subject line.

We thank all applicants for their interest, however only those who are selected for an interview will be contacted.

**The CEBL is an equal opportunity employer and welcomes all qualified applicants. We are committed to fostering an inclusive, equitable, and accessible workplace where every team member feels valued, respected, and supported, and is provided the opportunity to reach their full potential. We will work with any candidates who require accommodation during this confidential process.**

**Application Deadline: December 7, 2022**