



-
- ◆ **Job Title:** President
 - 📍 **Location:** Brampton, Ontario
 - 🏢 **Department:** Executive Leadership
 - 📅 **Employment Type:** Full-Time
 - 📈 **Industry:** Sports, Entertainment, Basketball
 - 👤 **Reports To:** CEO
-

About the Role

We're seeking a dynamic and visionary President to lead business operations with a focus on profitability, sustainable growth, and brand elevation. This executive will play a pivotal role in setting strategic direction, driving operational excellence, and strengthening community and stakeholder relationships.

As President, you will oversee everything from marketing and sponsorship to game-day execution and financial performance — all while aligning business and basketball operations to deliver winning results both on and off the court.

Key Responsibilities

Strategic Leadership

- Develop and execute long-term strategic plans for both basketball and business operations.
- Collaborate with the CEO and executive team to align vision, mission, and values across the organization.
- Maintain compliance with league regulations and uphold high standards of professionalism.

Revenue & Business Growth

- Lead all revenue-generating initiatives: ticketing, merchandise, sponsorships, and partnerships.
- Identify and optimize new income streams and manage cost efficiency.
- Implement business development strategies focused on corporate partnerships and community reach.

Marketing & Brand Management

- Oversee all marketing efforts including digital, social, advertising, and PR campaigns.
- Grow brand presence regionally and nationally, enhancing fan engagement.
- Ensure consistency across messaging, brand image, and media strategy.

Ticket Sales & Game Day Ops

- Direct ticket pricing, sales strategy, and promotions to maximize revenue.
- Lead game-day experience initiatives that engage fans and elevate entertainment value.
- Work with operations teams to ensure smooth and memorable event execution.

Sponsorships & Partnerships

- Develop, pitch, and negotiate sponsorship and partnership agreements.
- Build long-term relationships with sponsors and ensure ROI through strategic activations.
- Create custom packages to align with partner goals and drive revenue.

Team Leadership & HR Oversight

- Oversee recruitment, staff training, and development for our business team.
- Foster an inclusive, high-performance workplace culture.
- Ensure HR compliance and manage compensation, benefits, and payroll.

Travel & Logistics

- Manage team travel planning for cost-effective, efficient operations.
- Coordinate with basketball ops and league to align travel with schedules.

Financial Oversight

- Lead annual budgeting, forecasting, and financial planning processes.
- Monitor financial performance, oversee reporting, and identify cost-saving opportunities.
- Ensure compliance with tax filings and regulatory requirements.

Venue Management

- Oversee venue relationships, scheduling, and logistics.
- Ensure optimal fan experience and operational excellence at all events.

Community Engagement & CSR

- Champion community outreach programs, youth initiatives, and charitable events.
- Strengthen local ties through impactful community-driven efforts.

Basketball Operations Support

- Ensure alignment between business objectives and basketball team needs.
- Provide resources and logistical support to enhance team performance.

Legal & Compliance

- Manage contracts and ensure compliance with league rules and labor laws.
- Address risk management and legal concerns proactively.

Reporting & Analytics

- Track and report on KPIs related to financial performance, fan engagement, and business growth.
- Deliver regular updates to CEO and executive team on strategic initiatives.

Qualifications

- Proven executive leadership experience in the sports or entertainment industry.
- Deep understanding of basketball operations and league dynamics (CEBL or similar preferred).
- Strong financial acumen with budgeting and forecasting expertise.
- Exceptional skills in relationship building, strategic planning, and team management.
- Experience with digital marketing, sponsorship activation, and brand strategy.
- Demonstrated ability to adapt in fast-paced, evolving environments.

- Passion for growing the sport and fostering community impact.
 - Proficiency in Microsoft Office Suite; strong communication and organizational skills.
-

Why Join Us?

This is a rare opportunity to make a transformative impact on a professional basketball organization. You'll lead the business—on and off the court—with autonomy, creativity, and purpose. If you're a growth-minded, relationship-driven leader with a passion for sports and business, we want to hear from you.

How to Apply

Submit your resume and a brief cover letter outlining your experience and vision for leading a sports organization.

Please email info@honeybadgers.ca
