

## True North Sports + Entertainment is looking for a self-starter and energetic individual to join our team.

The **Manager, Ticket Marketing** will be the key liaison between the Ticket/Premium Sales teams and the Marketing department. They will assist in developing and executing campaign tactics to guide all Winnipeg Jets ticket marketing efforts and sales tactics, including those related to Individual and Group Sales, but with a specific focus on growing and retaining Season Ticket Memberships.

### What to be excited for in this role:

- Work closely with internal teams and stakeholders on all ticket related efforts.
- Coordinate the creation of all ticket marketing assets, including but not limited to videos, content, motion, and static graphics.
- Implement and oversee the In-Season Individual Tickets Sales campaign, using various advertising mediums.
- Lead the Marketing team's strategy in promoting and maintaining all ticket sales materials on the website, social media, in-game, mobile app, etc.
- Work closely with managers of collaborating departments to create and analyze various campaigns throughout the year.
- Other duties as assigned as time allows.

### What we need from you:

- Bachelor's Degree, Diploma, or equivalent experience in Marketing, Business, Sport Management, Communications, or related field
- Minimum 3-5 years of experience in marketing, ticket sales, or related role.
- Experience with Asana, or similar project management platform preferred.
- Proficiency in Microsoft Office Suite.
- Experience using Adobe Creative Suite and Ticketing platforms would be considered an asset.
- Working knowledge buying Paid Social Advertising, Google Ads and Traditional Media would be considered an asset.
- Ability to communicate effectively, both written and orally. Strong copywriting skills is a must.
- Must possess strong organizational skills, be self-motivated, and creative. Ability to prioritize and manage numerous projects simultaneously. Must be meticulous in

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*We thank all that apply, however, only those selected for an interview will be contacted. No phone calls please.*

reviewing and proofreading.

- Demonstrated ability to collaborate effectively with colleagues from across multiple business areas and work well within a team.
- Responsible for end-to-end project management and operating effectively in an independent capacity.
- Experience in team sports marketing and knowledge of the hockey industry preferred.
- Flexible schedule with the ability to work nights and weekends as required.

## Why you should join us.

Included as one of Manitoba's Top Employers since 2008, our work environment is dynamic and fast-paced, offering diverse opportunities that allow you to encounter a variety of situations and develop new skills.

As a source of pride in our community, we are committed to creating a culture that prioritizes the well-being of our people. We are a talented group of professionals who are deeply passionate about our specialized field of work and are dedicated to achieving success together. We encourage you to apply even if your previous experience does not align perfectly with every qualification in the job description. You may be just the right person for this role, or other roles!

To apply for this position, please fill out the online application form by [clicking here](#). You will be asked to upload your cover letter and resume at the end of the form (combined into one document).

We are Venues | We are People | We are Community

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*Accommodations are available upon request throughout all aspects of the selection process. Candidates requiring accommodations may contact, in confidence, [hr@tnse.com](mailto:hr@tnse.com).*

*Closing date: **November 7, 2023***

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