



# ***Rich Tradition Strong Future***

## **Saskatchewan Junior Hockey League Job Posting |**

**POSITION: Director of Marketing and Partnerships**

**REPORTS TO:** SJHL Commissioner /Board of Governors

**LOCATION:** Regina, SK

**STATUS:** Permanent, Full Time (Base Salary & Bonus)

**APPLICATION DEADLINE: March 31, 2026**

### **POSITION SUMMARY**

Reporting to the SJHL Commissioner, the SJHL Director of Marketing and Partnership will be responsible for securing, building, and maintaining relationships with league sponsors and working collaboratively the twelve SJHL franchises.

### **POSITION KEY RESPONSIBILITIES**

- Developing a positive relationship with all current and potential SJHL clients
- Becoming an expert on our product, our partners, and the markets in which the SJHL operates
- Producing, compiling, communicating, and marketing the SJHL and its communities, league assets and with signage, print, broadcast specifications and creative deadlines
- Developing and maintaining an understanding of assigned clients' business and competitive environment
- Assisting the Commissioner in development and tracking of servicing budgets
- In conjunction with the Commissioner managing and implementing the SJHL Strategic Plan in Business Operations
- Coordinating and activating league social media and the SJHL brand by promoting our players both inside and outside of the province.
- Monitoring and tracking social media engagement baselines and future states. The number of and value of sponsors will also be monitored and tracked. Other key performance indicators will also be used.
- Collaborating with the SJHL Commissioner and/or Director of Media

- Attending all league showcases and events while assisting with event schedules, management, marketing/promotion activities, etc.
- Facilitating creative approvals and tracking all promotional materials.
- Producing annual and strategic reports and tracking league ROIs
- Leading the planning and execution of special events, e.g. annual SJHL Showcases
- Taking an active role in building a positive SJHL culture
- Collaborating with the Commissioner and Media Coordinators on the coordination of overall SJHL social media strategy including league branding, marketing, sponsorship initiatives and timelines.
- Updating job knowledge by participating in conferences and educational opportunities; reading professional publications, maintaining personal networks, participating in professional organizations
- Working cooperatively with the Commissioner, Director of Media, League Governors, Member Team Marketing Managers, Coaches/GM's, Statistician and Director of Officiating
- Reporting to the Governors, Coaches/GM's of the SJHL when called upon by the Commissioner
- Any other related activities as directed by the SJHL Commissioner

## **QUALIFICATIONS**

- Bachelor's Degree in Sports Marketing/Administration, Business Administration, Management, Marketing, or related field an asset
- Minimum 1-3 years' experience in a partner management, partner servicing or marketing-related role within a sporting environment. Hockey background/experience an asset
- Project management background and expertise
- Solid understanding of marketing programs, events, and promotions, as well as experience in developing partner marketing plans
- Strong attention to detail
- Customer-focused and a partner advocate
- Ability to work well with limited supervision and with limited resources
- Graphic design and desk top experiences an asset; an ability to quickly adapt to new technology and easily acquire new technical skills
- Excellent interpersonal skills promote cooperation and commitment within a team to achieve goals and objectives
- Ability to use a broad range of communication techniques to effectively communicate to varying audiences in a variety of situations
- Exceptional organizational and time management skills; ability to balance conflicting priorities to manage workflow, ensure the completion of essential projects and meet deadlines
- Ability to travel, work staggered hours, evenings, and weekends as necessary

**Qualified Candidates are invited to submit their resume with references and cover letter to:**

[commissioner@sjhl.ca](mailto:commissioner@sjhl.ca) Note: only those persons selected for an in- person interview will be contacted.

\*\*A Satisfactory Criminal Record Check and Vulnerable Person's Check is required