



Job Title: SWSE MARKETING & FAN ENGAGEMENT JUNIOR COORDINATOR

Department: SWSE Marketing (Wolves, Spartans, Five & Live Events)
Reports to: SWSE Marketing Manager

If you're ready to bring game-changing ideas to life and join a community that values bold ideas, professional growth and employee wellness, we want you on the SWSE team.

The SWSE team delivers the best sports entertainment with The Wolves, Spartans and The Five as well as our out-of-home advertising platforms. We're looking for innovative team players ready to take some of the most well-known entertainment brands in the city to the next level.

Summary:

Reporting directly to the SWSE Marketing Manager, the SWSE Junior Marketing Coordinator is responsible for assisting the Marketing Manager in all duties relating to SWSE sport and entertainment properties, including, but not limited to the Sudbury Wolves Hockey Club, Sudbury Five Basketball Team and Sudbury Spartans Football Clubs. Tasks would include assistance with the administration of the Wolves and Five front office, client services, community outreach, communication, marketing, sales support and game day execution. This job would place an emphasis on game day planning and community outreach.

This position collaborates closely with various internal and external departments which includes, but is not limited to supporting; sales, social media, City of Greater Sudbury box office, game-day broadcast, concessions and merchandise.

Responsibilities:

Front Office:

- Serve as administration liaison for the WOLVES & FIVE front office to receive and assist clients with their concerns and questions, tickets and season membership sales and other related duties.
- Working directly with the merchandise department, assuming full accountability for client satisfaction with Wolves & Five online and in-person merchandise purchases.
- Assist in the continuing development of the SWSE photo archive database by logging all photos taken during the season.
- Assist with all Sudbury Wolves, Sudbury Five and Sudbury Spartans Functions as required.
- Support the Wolves and Five Operation Departments when required.



SW SPORTS + ENTERTAINMENT INC.
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Game Day Execution:

- Prepare the game day script for every exhibition and regular season Sudbury Five and Sudbury Wolves Game, as well as coordinate the execution of game-day activities with all organizations and participating employees including broadcast crew, DJ, game-day coordinator, score table crew, in-game host & announcer, dance squad, concessions, merchandise, national anthem singers, and half-time/intermission activities.
- Work collaboratively with city box office and SWSE Marketing Manager to organize game-day ticket reservations for pick-up at the "Ticket Pick-Up Kiosk (Will Call)" by a wide range of guests and organizations attending the game.
- Work collaboratively with the VP Basketball Operations and Arena Management to oversee the scheduling and completion of basketball venue set-up including court conversion and courtside suites (by CGS), program printing & distribution, media room food, courtside chair labelling, and sponsorship/advertising displays (i.e. banners, a-frame signs, court suite signs etc.). Liaise with the merchandise and concession department to ensure service delivery to meet client needs.

SWSE Community Outreach:

- Enhance the Sudbury Five & Wolves brands within schools, minor hockey associations, minor basketball associations, corporate community partners, and charitable organizations by arranging and scheduling community visits by players and the coaching staff.
- Work with community groups to create promotional opportunities at Five games and related events.
- Work with management to promote SWSE brand and to have a presence at highly visible community events during the season and off-season summer months. This includes setting up SWSE information booths and arranging mascot appearances.

Sudbury Five & Sudbury Wolves Academy:

- Working in collaboration with camp instructors to ensure all aspects of the camp are well organized and executed properly.
- Assist with Sudbury Wolves and Sudbury Five academy camps when required.

Education & Skills Required:

Post-secondary education with a degree from an accredited university, college certificate or equivalent. Degree in sports marketing, sports administration or marketing an asset. Excellent time management, communication and leadership skills. Demonstrated ability to work in a team environment and get along with coworkers. Proficient computer skills in Word, Excel and presentation software. Knowledge of Adobe programs such as Photoshop, Illustrator and InDesign are an asset. This job will involve all Wolves game day (34+), as well as Sudbury Five games, Sudbury Spartans games as well as select community events.

Compensation:

Compensation will be based on the experience and qualifications of the candidate. In addition to a base salary, bonuses will be available on achieving goals and objectives that are both measurable and defined.

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