

---

## MANAGER, PROGRAM & PARTNERSHIP SALES

Full Time Employment Opportunity

Reporting to the Director, Programming & Program Sales, the Manager, Program & Partnership Sales is responsible for the development and management of Manitoba Liquor & Lotteries' (MBLL) new program and partnership sales activities. The position will increase revenues by creating program & partnership sales opportunities, in all MBLL entertainment destinations and liquor retail locations in Manitoba. The incumbent will establish and maintain business networks and customer relationships.

### Duties:

- Develop and manage program & partnership sales activities for MBLL.
- Create proposals to support new strategic program and partnership sales initiatives.
- Formulate insights that drive the development and advancement of sales initiatives to support both short and long-term goals.
- Understand/anticipate customer needs in order to craft proposals intended to generate successful contracts.
- Engage external partners/sponsors to ensure relationships are maximizing their potential and generating the expected return on investment. Follow up with customers to ensure alignment with their goals and objectives.
- Evaluate new partners and opportunities to continually benchmark against existing solutions and programs.
- Develop and cultivate excellent program supplier relationships.
- Ensure that sales programs support and articulate MBLL's desired image and/or position within the target marketplace(s).
- Communicate regularly with key stakeholders throughout the organization to ensure the quality and effectiveness of sales programs and services.
- Negotiate terms with multi-stakeholder groups or complex customer contracts effectively closing high value deals.
- Formulate insights that drive the development and advancement of sales initiatives to support both short and long-term goals.
- Recommend and oversee sales related research and development to position MBLL in the forefront of target markets.
- Provide leadership through solid people management practices.
- Recruit, manage, coach and evaluate the performance of employees.
- Ensure that department employees provide excellent customer service.
- Provide training, guidance & direction. Ensure positive morale and motivation of employees.
- Resolve problems & issues and provide conflict resolution in a sensitive, confidential and professional manner.
- Ensure all applicable compliance, policies, procedures and Corporate Social Responsibility are understood, supported and adhered to by all employees.
- Encourage a climate that supports diversity.
- Performs other duties as assigned.

### Primary Qualifications:

- A degree in marketing, business administration, tourism or an equivalent combination of education and sales experience.
- A minimum of eight (8) to ten (10) years management-level experience in sales ideally gained in a gaming, liquor, hospitality, or related industry. Sales/sponsorship leadership experience.
- Demonstrated management experience and success with the ability to analyze and solve problems independently using good judgment, strong leadership and organizational skills, adoption of best practices, strong initiative and ability as a self-starter, excellent human resource management and labor relations skills, and planning and managing budgets.
- Excellent communication and interpersonal skills.
- Intermediate skills in Microsoft Office (Word, Excel, PowerPoint and Outlook) and database management.
- Have and maintain a valid Manitoba Class 5 Drivers license.
- Upgrading and professional development are required to keep current with changes in the profession.
- The core competencies for this position include achieving quality results, adaptability/managing change, communication, customer service, decision making and problem solving, integrity and building trust, teamwork and cooperation and valuing diversity. Leadership competencies include building strategic performance, coaching and developing, influencing and leading. These competencies are deemed important for the success of the position and organization.

### Secondary Qualifications:

- Bilingual (French/English) language skills.

**Salary:** \$40.97 - \$54.29

**Bargaining Unit:** Exempt

**Location:** 830 Empress

Individuals should apply by completing our online application form at [www.mbl.ca/jobs](http://www.mbl.ca/jobs) or by submitting a resume and application to:

**Email:** [careers@mbl.ca](mailto:careers@mbl.ca)

**Mail:** Human Resources  
1555 Buffalo Place  
Winnipeg, Manitoba R3C 2X1

All applications are due by: **April 2, 2018.**

*We thank all interested applicants, however, only those selected for interviews will be contacted.*