

SUPERVISOR, COMMUNITY SUPPORT ACTIVATIONS

Full Time Employment Opportunity

Reporting to Manager, Community Support, the Reporting to the Manager, Community Support, the Supervisor, Community Support Activations is responsible for supporting the administration, coordination, planning, and implementation of Manitoba Liquor & Lotteries' (MBLL) various sponsorship program activations. The incumbent will lead a team of Activation Coordinators and provides support to the Sponsorship Program Coordinators for their associated event portfolios. The position will also take the lead on assigned activation files. The incumbent acts as a community ambassador, liaises with event organizers, and organizes and leads event volunteers.

Duties:

- Under the guidance of the Manager, Community Support, manage the activation files of Community Support events and programs.
- Lead the provision of administrative support to sponsorship programs (e.g., draft correspondence, prepare spreadsheets, coordinate requests, etc.).
- Support the development and implementation of program procedures and databases.
- Oversee the assistance of managing assigned sponsorship requests, and the maintenance and assistance with the management of the sponsorship databases.
- Ensure the proper reconciliation of ballots for prize draws and the acquisition of appropriate signatures for sign off.
- Respond to general public inquiries on sponsorship application processes.
- Lead the assistance in the tracking and maintenance of inventory and related documents.
- Oversee and take part in the contacting of vendors to source out required products.
- Oversee the creation of products and/or prizing and displays as required. (i.e., buy signage, create centerpieces, create prize baskets, etc.)
- Lead the execution of internal/external contests (questions, promotional materials, write rules/regulations, distribution of prizes etc.)
- Lead the assistance with sponsorship reviews and report findings to Management, as required.
- Coordinate the maintenance of monthly ticket tracking spreadsheets for Management detailing the specific use of each ticket received under a sponsorship agreement.
- Work with various departments to coordinate involvement in sponsorship activation (advertising, communications, promotional items, etc.)
- Provide strategic recommendations to Management and Sponsorship Program Coordinators on event activation opportunities that will further meet corporate objectives.
- Lead and support the coordination of approved sponsorship initiatives, special events, event promotions, and related activities from concept to execution.
- Lead and support the execution of all leveraging for approved activities regarding assigned special events and/or promotions (i.e., giveaways, accommodations, financial requirement, etc.).
- Act as an MBLL Ambassador at assigned Corporate and Community Events.
- Oversee and assist in creating and providing extensive and detailed event information and support materials as required (i.e., invites, event tickets, etc.).
- Ensure proper coordination in managing activities of volunteers and participants including schedules, responsibilities, materials, and privileges associated with sponsored events.
- Act as a liaison with various levels of not-for-profit and/or charitable organizations that MBLL has partnered with through the sponsorship and programs.
- Lead the preparation of event activation plans and coordinate activities/logistics for sponsorship and partnership events with internal stakeholders (i.e., Food and Beverage, Security, Customer Services, etc.).
- Manage all assigned event logistics and attend events representing MBLL in the community, within the Casinos, Liquor Marts and Corporate offices.
- Coordinate implementation of all assigned event related tasks (i.e., event draws and prize promotions, operation of food & beverage and entertainment promotions) to ensure a smoothly run event.
- Oversee support of pre-event and post-event communications, prepare collateral materials and arrange promotional materials and merchandise for events, as assigned.
- Ensure staff conduct pre-event site visits to review venue features, parking arrangements, and undertake utility requirements checks.
- Oversee coordination with the Sponsorship Program Coordinator responsible for the Festival Program to manage assigned festival program files and all components that are involved with activating a festival (i.e., volunteer t-shirts, signage, recognition).
- Lead and participate as required in tear down activities and transport all materials and equipment, if required.
- Lead the provision of verbal feedback to the Sponsorship Program Coordinators with respect to event activities and execution, including anomalies and issues potentially beyond scope.
- Oversee the completion of post event evaluations and file summaries as required by Sponsorship Program Coordinators for each assigned sponsorship and corporate partnership agreement.
- Lead the work with the Sponsorship Program Coordinators to manage the realization of all negotiated benefits and recognition for assigned sponsorships and partnership files (i.e., value of the sponsorship benefits).
- Performs other duties as assigned.

Primary Qualifications:

- A diploma/certificate in marketing, business, communications, or related discipline, or a combination of education and related experience.
- A minimum four years' experience in a related field. Previous experience in event planning and organizing, as well as customer service.
- Experience in a supervisory/leadership capacity.
- Exceptional communication/public relations skills and strong analytical and organizational skills.
- Intermediate skills in Microsoft 365 (Word, Excel, PowerPoint, Outlook, OneDrive, and Teams).
- Have and maintain a valid Manitoba Class 5 Drivers License.
- Demonstrated experience in the use and maintenance of databases.

Secondary Qualifications:

- Bilingual (French/English) language skills.
- Previous experience working in the community in a volunteer capacity is an asset.
- Formal designation in Event Coordination through the Canadian Tourism Human Resource Council is an asset.
- Gaming, liquor, or related industry experience is considered an asset.
- Experience working with a broad range of clients from community organizations, major businesses, and volunteers is an asset.

****Testing may form part of the screening/selection process. Employment Equity will be a factor in the recruitment process. Circumstances may arise where the bulletin may need to be withdrawn or the number of positions may need to be increased.*

Salary: \$26.55-\$32.68
Bargaining Unit: NON-UNION
Location: Empress

Individuals should apply by completing our online application form at www.mbl.ca/jobs or by submitting a resume and application to careers@mbl.ca

All applications are due by January 26, 2023.

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