



Director of Marketing, Business Development

We are Play Hockey. Hockey is our passion, and we love helping young players reach their full potential. Our veteran team of professionals delivers camps, clinics, leagues, teams, tournaments, and international tours to markets across North America. We strive to make a difference every day, act with integrity, and always love the game.

Reporting to the Vice President of Marketing – Product and Growth, the **Director of Marketing, Business Development** will play a critical role in strategy development, support of and ongoing operations around revenue growth associated to B2B Partnerships, New Products, Affiliate Marketing and Event Sales. As a key part of the Marketing team, this position is responsible for maintaining and enhancing Play Hockey's positive and collaborative culture, while driving results.

Responsibilities.

- Develop comprehensive B2B lead generation strategies across the Play Hockey landscape.
- Work with marketing team on content and strategies related to lead nurture and acquiring targeted B2C and B2B audiences to the business.
- Provide thought leadership and support around the development of future B2B Marketing tools including Case Studies, Webinars etc.
- Establish and maintain relationships with Play Hockey's third-party marketing firms and executives in support of business development objectives.
- Manage the operations and support of any new product launches and product pilots.
- Support the strategy, research, and executional support around Affiliate Marketing partnerships.
- Research and target potential trade shows or conferences with the goal to help achieve business development goals.
- Responsible for supporting, guiding, and coaching the sales and operations team on any business engagements and product strategies.
- Manage and track business development performance metrics including but not limited to lead generation, product launches and affiliate marketing revenue.
- Work with marketing to brainstorm potential on-site activations that can leverage business intelligence and increase lead capture.
- Identify, develop, and manage effective business development tools, such as HubSpot CRM for use by the team in generating leads, selling products, and delivering partnership activations.
- Establish and maintain contacts and relationships with executives across North America and Globally in support of business development objectives.
- Build and maintain knowledge of youth sports at the local, national, and international level. Track and analyze related economic risks and opportunities, investment trends, and technological advances, etc. to inform Play Hockey's value proposition and competitive position.
- Support VP, Marketing – Product and Growth in building the annual BD budget; review monthly financial reports; and flag issues and opportunities as appropriate.



- Contribute to Play Hockey's annual and long-term strategic planning cycle. Help coordinate development of the business development plan(s) in support of the overall corporate plan.

Qualifications

- 5+ years of successful sales, marketing, or business development experience.
- Bachelor's or College degree in marketing, advertising, business, or a related field
- Computer literacy/proficiency with Microsoft Office products and CRM platforms such as HubSpot.
- Proven ability to engage with private business leaders.
- Results-driven, with a proven track record in sales/partnerships/business development.
- An innovator and creative thinker, always striving for impact.
- A natural self-starter, ability to work proactively and manage a diverse portfolio of files.
- Detail-oriented, with an ability to hold teams to a high-quality performance standard.
- Strong aptitude for strategic networking and relationship building.
- Proven ability to prospect, identify opportunities, mobilize, and coordinate resources, and deliver timely results.
- Strong judgement, with the ability to anticipate and diffuse potential issues before they occur.
- Excellent business acumen and understanding of what a business needs to succeed.
- Exceptional client service and interpersonal skills.
- Excellent communicator, including superior presentation, listening, and writing skills.
- Strong attention to detail and ability to work in a fast-paced environment.

Play Hockey offers a competitive compensation package, benefits program, hybrid work environment (office and home), and a fun yet challenging work environment. We promote continuous improvement in our staff, processes, skills, and foster career growth throughout. Please apply online or submit your resume and cover letter to: careers@playhockey.com