



Charlottetown Islanders Hockey Club

Assistant Brand Manager

Hours of work: 37.5 hours per week

The Assistant Brand Manager will report directly to the Brand Manager. The Assistant Brand Manager will be responsible for the management of the Islanders Team Store, as well as the coordination and execution of all game-day activities.

Responsibilities

- Manage the Islanders Team Store, including the design, ordering, and stocking of all new or existing merchandise
- Develop and maintain relationships with promotional partners
- Examine and evaluate best practices from other sports and entertainment teams to optimize brand exposure
- Coordinate all game-day activities such as partnership activation and fan experiences
- Work closely with the game-day staff and lead pre-game meetings
- Point of contact for Booster Club as well as Team Volunteers
- Other duties as assigned by the President of Operations

Required Skills

- Bachelor's Degree from an accredited college or university or equivalent experience.
- Experience in the sports industry or entertainment industry considered an asset
- Retail experience considered an asset
- Excellent communication skills, both written and verbal.
- Effective time management and organizational skills



CHARLOTTETOWN ISLANDERS HOCKEY CLUB

46 Kensington Road, Charlottetown, PE CIA 5H7 Phone: (902) 892-7349 Fax: (902) 892-7350

WWW.CHARLOTTETOWNISLANDERS.COM



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- Flexible schedule with the ability to work nights, weekends and some holidays as required. Must be available to work all Islanders home games
- Strong computer skills, including knowledge of Microsoft Office (Word, Excel, and Outlook)

HOW TO APPLY

Applicants should send a resume and cover letter outlining how they meet the specific requirements of the position to admin@charlottetownislanders.com by **June 23rd, 2017**.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.



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