

## Executive Director – Sponsorship and Communication

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The 2020 **North American Indigenous Games (NAIG)** will be held over 8 days in Halifax in July 2020. During this time the city will welcome approximately 5,000 athletes participating in 16 sports. The first NAIG was held in 1990 and games have been staged since then on seven occasions across North America with the vision of improving quality of life for Indigenous peoples by supporting self-determined sports and cultural activities. The Games will provide Nova Scotia an opportunity to open its doors and unite individuals and communities across North America through sport, while celebrating Mi'kmaq culture and heritage. During the 2020 NAIG, Indigenous and non-Indigenous people, athletes, and spectators will gather as one community to honour, celebrate, compete, dance, learn, and play.

Reporting to the CEO, the **Executive Director, Sponsorship and Communication** will be responsible for the management and oversight of the communication plan, delivery of marketing activities, special events and community awareness, media support, licensing and merchandising and ensuring the sponsors are supported and obligations fulfilled. This will include developing and maintaining a marketing plan for the sponsor program in order to meet or exceed the overall business objectives, managing all sponsorship activities and responsibilities, finding opportunities for involvement in the community, as well as overseeing and managing all fundraising activities. This individual will also be responsible for overseeing and managing the communications plan including the website, social media, and print and radio, in order to raise awareness for the Games.

As the **ideal candidate**, you possess +10 years proven marketing, communications and sponsorship experience. You are knowledgeable and involved in local communities and comfortable leading and delegating within a fast paced, multi stakeholder environment. Patience and diplomacy, as well as excellent organizational, time-management, and people skills will be key to success in the role. Strong written and verbal communication skills as well as strict attention to detail is imperative. The successful candidate must be resourceful and able to use good judgment while working independently in a multi-tasking position within a dynamic, team-based environment. Demonstrated Project Management experience and understanding of Gantt charts and Project schedules is essential. The ability to manage program budgets and ensure financial procedures and policies are followed, as well as the ability to communicate and promote program expectations and outcomes to key stakeholders in a timely and clear fashion is required.

**If you are interested in this opportunity or would like to learn more please contact Brittany Beale, Consultant or Scott McGaw, Partner at 902 422 4601 or apply directly at <https://jobs.meridiarecruitment.ca/Careers/12689/>**

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