



**EXTERNAL**

**March 17, 2025**

**Sales and Sponsorship Specialist**

VisitLethbridge.com Arena  
(permanent; 75 hours bi-weekly)

*Are you a dynamic, persuasive, and strategic thinker with a passion for sponsorship and advertising? This exciting opportunity lets you craft compelling business plans, develop sponsorship packages, and engage with businesses, associations, and community organizations to drive impactful partnerships. You'll use your strong communication and negotiation skills to build and maintain valuable relationships while leveraging research and marketing insights to maximize success. If you thrive in a fast-paced environment, excel at meeting deadlines, and have a keen eye for organization, this role is your chance to make a real impact.*

*The City of Lethbridge ([www.lethbridge.ca](http://www.lethbridge.ca)) proudly acknowledges that we are located at the heart of Siksikaitstapi (Blackfoot) Territory, home of Kainai, Piikani, Siksika and Amskapi Piikani (Montana, USA) First Nations. Lethbridge is also located within the Métis Nation of Alberta, Region III. The City recognizes the diversity of our community and is working to ensure programs, services, facilities, and employment opportunities are inclusive to all people.*

*The VisitLethbridge.com Arena's is hiring a permanent, full-time Sales and Sponsorship Specialist.*

**WAGE:** \$43.27/hr.

**HOURS:** Monday to Friday (and as required) – 37.5 hrs/week

**The Opportunity:**

Imagine being at the forefront of driving revenue and innovation for the VisitLethbridge.com Arena. As the mastermind behind the annual sales strategy, you'll be crafting and implementing plans to hit revenue targets across sponsorships, advertising, suite rentals, luxury seats, and Lounge sales. Your role will be involved in creating tailored sponsorship packages, maintaining strong client relationships across Alberta and Canada, and developing eye catching collateral materials. You'll be the go-to person for managing sales and policies, exploring new revenue opportunities and ensuring seamless communication with the Arena team and city departments. Plus, you'll get to develop rental packages for the Canadian Western Bank Lounge and work on exciting client agreements. Monitoring and analyzing sales programs to achieve targets will keep you on your toes, making every day dynamic and rewarding.

## **Experience and Qualifications**

To excel as the Sales and Sponsorship Specialist, you'll need a solid foundation in sponsorship and advertising along with a deep understanding of marketing principles and strategies. Your communication skills, both verbal and written, should be top notch, enabling you to effectively engage with business, associations, community organizations, project teams, and internal departments. Persuasion, negotiation, and sales abilities are crucial as is a minimum of up to two years of post-secondary education focused on business development, complemented by at least three years of relevant experience. You'll also need to demonstrate strong research and sales skills and be proficient with various software programs including the Microsoft Office suite, PowerPoint, graphic software and smart sheets. Meeting multiple deadlines, showcasing excellent organizational and prioritization skills, and thriving in a team environment are essential. Experience with Adobe is a plus!

***For further information on this opportunity, please contact:***

*Jennifer Norsworthy, Acting General Manager, VisitLethbridge.com Arena at 403-329-7361, or by email at [jennifer.norsworthy@lethbridge.ca](mailto:jennifer.norsworthy@lethbridge.ca)*

Qualified candidates are invited to submit their resume with cover letter, online at:  
[www.lethbridge.ca](http://www.lethbridge.ca)

**\*\*Applicants must apply online.** We are unable to accept paper copies of resumes' or applications sent via email.

**CLOSING DATE: Friday, March 28, 2025 @ 11:59 p.m.**

All applicants are thanked in advance for their interest. Only individuals selected for interviews will be contacted.

CUPE Local 70