



BASKETBALL WORLD TORONTO (BWT)

BUSINESS DEVELOPMENT / MARKETING REP

Become a part of Toronto's most exciting grassroots basketball organization.

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BWT is one of Toronto's most professional grassroots basketball organizations that plans, develops and manages basketball programs including leagues, camps and tournaments for men, women and children year round. We are a professional, fun, dynamic grassroots basketball organization that started off as a small business and has grown substantially since our inception in 2006. BWT was founded to meet a need for high quality basketball programs with a more authentic basketball approach to the development and management of the programs. For more information check out www.bwt.ca.

JOB DESCRIPTION – BUSINESS DEVELOPMENT / MARKETING REP

BWT requires a youthful dynamic sports / basketball minded individual to help with the business development and marketing of BWT's adult and youth basketball programs for the up and coming season. Reporting to the Director, the successful candidate will be responsible for, but not limited to:

- Assist with business development of BWT's programs through contacting potential clients, customers and through other networks and building new interest and commitment to BWT's future programs
- Assist with the development and execution of BWT's marketing strategy and preparation of any marketing materials required to execute the strategy
- Complete administrative duties related to the business development and marketing activities to ensure proper organization and communication with customers in the future.
- Coordinate all marketing materials including but not limited to website, e-mail marketing and direct mail to maximize return on investment.
- Respond to customer service inquiries and issues via website, email and in person about future programs.
- Relationship development with customers, prospects and suspects.

SKILLS & QUALIFICATIONS REQUIREMENTS

- **Proven track record of business development in the sports industry** with customers and clients and able to build strong relationships.
- You are positive, enthusiastic and have an endless supply of energy.
- High attention to detail, well organized, planning, problem solving and decision-making skills are a must.
- Excellent verbal and written communication skills (telephone and in person).
- Customer service oriented and able to work independently.
- Reliable, punctual, hard work and motivated self-starter who likes to build things from scratch.
- Highly proficient in Microsoft Office (Outlook, Word, Excel) and the willingness and ability to learn quickly.
- Marketing, promotion or event coordination experience would be preferred.
- Knowledge and interest of the game of basketball, the basketball industry in the city, or the NBA, or NCAA Basketball or CIS basketball as well as own transportation are assets.

WORKING HOURS

BWT would require you to work a minimum of 3 weekdays (2-8PM) with some weekend shifts. Please note that work times will be adjusted based on BWT's requirements.

PAY

This is a **paid** position (base + commission) but the level of remuneration is based on experience and skill set.

CONTACT INFORMATION: For more information, please contact info@bwt.ca or via phone 416.889.8727.