



2020 World Masters Athletics Championships in Toronto

Job Posting for Volunteer/Paid Position

This opportunity is being posted across a number of sources and through multiple channels. We encourage you to pass it on to anyone you think might be interested and qualified.

Background:

Toronto Athletics Event Management Inc. (TAEM) has been contracted by World Masters Athletics (WMA) to organize and host the 2020 World Masters Athletics Championships in Toronto. TAEM is a not-for-profit, registered corporation whose purpose is to promote and organize athletics events, sports, games and recreational events, and foster goodwill and sportsmanship. TAEM operates under the direction of the Board of Directors and with the guidance of a Local Organizing Committee.

Founded in 1975, the WMA oversees world championships for masters-aged athletes (35 years of age and over), and works in cooperation with the International Association of Athletics Federations (IAAF).

The WMA Outdoor Championships are hosted every two years. Toronto expects about 9,000 athletes and guests from over 70 countries to attend the Championships in 2020. The event will be hosted over a period of thirteen days and will take place at six venues.

DIRECTOR OF MARKETING, ADVERTISING AND STRATEGIC PARTNERSHIPS

Key responsibilities include oversight for:

- Advertising, Media and Promotions;
- Soliciting and servicing corporate sponsorships and strategic partnerships;
- Writing of government and other grants;
- The 'big picture' management of the TO2020 Website and social media in partnership with the Vice President of Administration;
- Branding;
- Community engagement;
- Government relations;
- Management and relationships with VIPs;
- Athlete and visitors 'Welcome Packages';
- OMA / CMA / AC / AO relations;

Your team:

You will work with a number of qualified volunteers and professionals who have extensive and specialized experience in the above areas. You will be responsible for directing them, setting tasks and

timelines, coordinating efforts between all members of this area of operations, sourcing resources and cost effective relationships, and meeting deadlines.

Reporting to:

The Director of Marketing, Advertising and Strategic Partnerships will work closely with TAEM and the Board of Directors, reporting directly to the Chief Executive Officer.

Experience:

You should have five or more years of experience working with large scale sports events. You must have strong organizational, analytical and interpersonal skills, and be creative and results oriented. You must have written successful government grants and have a sound track record of securing corporate partnerships for other large scale sporting events. Proficiency in English is a must, and multiple linguistic skills will be a strong asset. You must also be prepared to work long days under stressful conditions prior to and during the event.

Remuneration:

The intent of TAEM is to provide contracted and negotiated financial compensation for this position. However, candidates must understand that TAEM has no source of income for the time being. Compensation will also be influenced by revenue and expense levels once they are realized. For now, therefore, this position must be considered to be a volunteer position.

Application Deadline:

Applications must be received at the email address below by noon on Thursday April 20, 2017.

How to send us your information:

Let us know why you would be the perfect candidate for this position – submit your resume and cover letter to: john@wmatoronto2020.com. Only those chosen for interview will be contacted. Thank you for your interest.

Dated: March 19, 2017.