

JOB POSTING

POSITION TITLE: Manager, Licensing

DEPARTMENT: Licensing & Consumer Products

IMMEDIATE SUPERVISOR(S): Jim Neish/Tyler Mazereeuw

DURATION: Contract Position (6 Months)

POSITION SUMMARY:

The Canadian Football League requires an energetic and ambitious individual for an exciting Manager of Licensing & Retail Partnerships role within in the Licensing & Consumer Products Department in Toronto.

This is a six-month contract position that requires the candidate to be a solution driver in being proactive in managing the execution of key internal and external licensing initiatives that have direct impact on day-to-day administrative tasks, departmental alignment and contributes in maintaining / building revenue sources.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Provide critical support to the licensing department's management of the roster of licensee partners.
- Oversee product approvals for all CFL Consumer retail products.
- Contribute to the successful delivery of core corporate premium programs for CFL events and sponsorship activations.
- Manage and processed all new licensee applications for internal review.
- Manage daily administrative tasks; contract distribution, royalty collection, inventory tracking, internal departmental product sourcing, order processing, product ideation.

Provide effective Member Club Retail Support

- Responsible for day-to-day management with Member Clubs.
- Work with the Member Clubs in establishing a process for brand, logo, and or wordmark changes in order to provide the appropriate timelines required for a successful rollout across all channels.





- Assist in building League and Team calendar of events that can be used to assist out licensing partners and teams in identifying relevant new product programs and hot market opportunities.
- Work with internal and external stakeholders in processing cases of counterfeit and illegal uses of League and Member Clubs IP's.

Support and Deliver External Retail Development Solutions

- Develop strong rapport with external retailers
- Deliver support to current licensing partners in driving new retail opportunities. .
- Align external retail strategy with internal stakeholders to ensure brand alignment and consistency in how consumer product is marketed and promoted at retail. (I.e. Junior Football Programs, Partner Executions, Brand Messaging, and Player Profiling)

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Drive Product & Category Development

- Contribute in the development and review of current licensing partners on an annual basis (Establish Member Club Licensee Report Card, Category Performance Matrix,
- Assist in the identification of new prospective licensees for review by the relevant internal/external stakeholders.
- Assist in creation of new product offerings and hot market programs that can be delivered to both Member Clubs and External Retailers by current and prospective licensees.
- Maximize Consumer Product exposure by collaborating both internally/externally in the fulfillment of departmental initiatives (Prizing, Giveaways, Gifting, Promotional, and Content Support).
- Other duties as required.

QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

- Post-Secondary Education in Sports, Business Management, Business Administration, or related field
- Licensing / Sport Administration experience (corporate or agency side) an asset.

JOB SPECIFIC SKILLS:

- 3-5 Years Product or Account Management Experience
- Strong interpersonal and relationship building skills with a positive, collaborative disposition.





- Outstanding oral and written communications skills – ability to communicate in an articulate, succinct and professional manner that is exemplary of a true professional.
- Possess a strong eye for detail, a passion for perfection and the capacity to build on constructive feedback.
- Strong organizational and time management skills.
- Ability to multi-task and maintain composure under pressure.
- Computer skills – High level of proficiency in Microsoft Office, Word, PowerPoint, Excel, Adobe Photoshop and all Social Media tools.
- Strong team player that works well professionally with all levels of staff.
- Bilingual (English / French) in both written and verbal would be an asset.
- Travel will be required.

COMMITMENT:

- Standard 40 hours / week (requirement to work overtime when necessary).
 - Flexible to work an odd weekend (based on in-season opportunities).
- Must be available to travel to Grey Cup and CFLWEEK (14 Days)

CONTACT:

If interested, please submit resume via email to:

Jim Neish – JNeish@cfl.ca

Thank you for your interest in the Canadian Football League. Only those selected for an interview will be contacted.

