



Program, Marketing & Events Manager

Location: Winnipeg, Manitoba

Reports to: Executive Director, Volleyball Manitoba

Position Type: Full Time

Organization Overview

Volleyball Manitoba (VM) is the governing organization for the sport of volleyball in the province. Our mission is to lead and support the growth and excellence of volleyball in Manitoba. Incorporated in 1977 as a non-profit association, VM services the needs of its membership, which includes athletes (high performance, developmental, and recreational), coaches, and officials.

Position Summary

Volleyball Manitoba is seeking a dynamic, organized, and motivated individual with strong communication, leadership, and interpersonal skills to support the delivery and growth of Volleyball Manitoba's programs, events, marketing initiatives, and community engagement efforts.

Working within a collaborative team environment, this position will play an integral role in the development and delivery of programs, communications, sponsorship initiatives, recognition events, and organizational outreach. The successful candidate will help grow Volleyball Manitoba's visibility, strengthen its brand, and support participation opportunities across the province.

Primary Responsibilities

Program Development & Delivery

- Manage the administration and delivery of Volleyball Manitoba developmental and initiation-level programs, including the Community Youth Volleyball Program.
- Support and expand volleyball opportunities throughout Manitoba through partnerships with schools, clubs, community centres, and regional organizations.
- Build relationships with communities to identify opportunities for program growth and outreach.
- Deliver volleyball-specific education and support to coaches and community leaders.
- Research, develop, and implement new programming opportunities and community initiatives.
- Support programming opportunities for underserved, marginalized, Indigenous, newcomer, and adaptive sport communities.
- Promote and support Sitting Volleyball and Adaptive Volleyball opportunities.

School & Community Outreach

- Support and deliver volleyball programming within schools across Manitoba.

- Assist with age-appropriate volleyball curriculum support and introductory competition opportunities.
- Attend schools and communities to demonstrate volleyball activities and instruction.
- Support partnerships with organizations including newcomer and Indigenous communities.

Communications & Marketing

- Manage and maintain Volleyball Manitoba's website and social media platforms.
- Create promotional materials and coordinate social media campaigns.
- Develop and execute marketing and communication strategies to promote programs, events, and organizational initiatives.
- Coordinate newsletters, eblasts, and membership communications.
- Ensure consistent organizational branding and messaging across all platforms.
- Utilize communication and registration systems to support organizational operations and event registration.

Event Planning & Coordination

- Lead the planning, coordination, and delivery of Volleyball Manitoba events, recognition initiatives, and community programs.
- Develop event timelines, logistics, budgets, and operational plans.
- Coordinate vendors, suppliers, volunteers, and event staff.
- Act as a primary point of contact during events and ensure successful event execution.
- Ensure events comply with all safety, insurance, and operational requirements.
- Support contingency planning and risk management.

Sponsorship, Merchandise & Revenue Generation

- Build and maintain relationships with sponsors, partners, and stakeholders.
- Support sponsorship agreements, recognition, and deliverables.
- Manage merchandise, apparel, pricing, and uniform programs, including ordering, budgeting, and distribution.
- Assist with revenue generation initiatives and grant opportunities.

Administration & Organizational Support

- Assist the Executive Director and Volleyball Manitoba staff with administrative and operational tasks.
- Support committee work, organizational planning, and reporting requirements.
- Assist with budgeting, forecasting, and program evaluation processes.

Qualifications & Experience

- University or College degree/diploma in Sport Administration, Recreation Management, Marketing, Communications, Kinesiology, Coaching, or a related field.
- Demonstrated experience working in a similar role within sport, recreation, non-profit, communications, or event management environments.
- Proficiency in Microsoft 365 applications.
- Working knowledge of the sport of volleyball is considered an asset.

- Experience with website management, social media platforms, and digital communication tools.
- Familiarity with design programs such as Canva is considered an asset.
- Strong organizational and time management skills, with the ability to multitask, prioritize responsibilities, and meet deadlines.
- Strong written, verbal, and interpersonal communication skills.
- Proven ability to work collaboratively with staff, volunteers, committees, and community stakeholders.
- Experience with sponsorships, grants, budgeting, or revenue generation initiatives is considered an asset.
- Confidence in public speaking, presentations, and relationship-building.
- Willingness to obtain Development Coach "Trained" status is considered an asset.

Additional Requirements

This role includes some evening and weekend work, as well as occasional travel throughout Manitoba. A valid driver's license is required.

To Apply

If you thrive in a fast-paced, collaborative, and sport-focused environment and believe this opportunity aligns with your experience and interests, please submit:

1. Cover Letter
2. Resume

In your cover letter, please briefly outline:

- Your knowledge of volleyball
- Relevant work experience and education
- Why you believe you are a strong fit for this role

Applications without a cover letter will not be considered.

Please forward applications to:

Volleyball Manitoba Selection Committee – Program, Marketing & Events Manager

Care of the Executive Director
coralee@volleyballmanitoba.ca

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Volleyball Manitoba encourages applications from all qualified individuals and is committed to fostering an inclusive and respectful environment. Applicants must be legally eligible to work in Canada.