



## Yonex Canada

**POSITION:** Promotions Coordinator (Player Relations – Tennis/Badminton)  
**DEPARTMENT:** Sales & Marketing  
**SUPERVISED BY:** Sales & Marketing Manager  
**SUPERVISE:** Player Service (Contractors)  
**LOCATION:** Calgary, Alberta head office  
**EMPLOYMENT:** Full-time with excellent benefits after 3 months  
**CONTACT:** Interested candidates contact: [staudzsp@yonexcanada.com](mailto:staudzsp@yonexcanada.com)  
*Please note only short-listed applicants will be contacted*

### **SUMMARY OF POSITION:**

We are seeking a passionate racquet sports (tennis/badminton) enthusiast with drive, strategic aptitude, and attention to detail to assist the Sales & Marketing Manager and provide support to customers & sales team in a dynamic organisation. You will be responsible to assist/prepare business development tools, co-ordinate promotions and product launch programs to produce continued improvement and growth as a market leader.

This is a unique role which requires you to enjoy getting involved with external business partners, dealers, key associates plus events that YONEX sponsors. You will arrange and process contracts for Tennis and Badminton Advisory Staff.

### **The ideal Promotions Coordinator:**

#### *Professional Skills:*

- Marketing or other job-related degree
- Knowledge, aptitude, and proven experience with digital marketing & social media
- 2 years' experience in a similar role
- Interest in & knowledge of badminton and tennis
- Solid computer skills with working knowledge of Microsoft Office (Excel and PowerPoint) and Adobe Creative Cloud.
- Canadian drivers license and reliable vehicle

#### *Interpersonal Skills:*

- Able to react quickly to customer & business needs to achieve mutually beneficial results
- Excellent organisational, time management & planning skills with the ability to prioritise workload
- Excellent written & verbal communication skills and command of the English language
- Occasionally deal with & manage conflicting priorities
- Ability to work using own initiative, as part of a team & closely with outside agencies
- Adaptable, flexible & creative with a strong desire to learn and excel

**Duties & responsibilities of the position include the following:**

- Develop & coordinate all marketing & promotional activities
- Manage and recruit sponsored players and coaches to Yonex Advisory Staff
- Administer budgets for sponsored coaches & athletes
- Assist Marketing Manager in writing reports & analysing data
- Assist with organisation of all aspects of outside events & trade shows, planning setup & execution
- Assist & implement advertising programs, work with design agencies on advert campaigns
- Assist with design & development of marketing materials, e.g., brochures, POS
- Create & manage mailshots & newsletters
- Support sales & marketing presentations
- Develop & integrate marketing activities with customers, e.g., logo usage, web templates etc.
- Assist in media scheduling, creation of press releases, liaising with media contacts
- Monitor production of marketing materials to ensure consistency & appropriateness
- Manage day to day operation of all social media activity
- Investigate & recommend new marketing initiatives & solutions
- Assist and carry out market research
- Perform other duties as required by the company

(May require over-night stays and flexibility of working hours)