

CAREER OPPORTUNITY

SporTT is seeking to recruit a suitably qualified individual for the following position in the Partnerships & Alliances Unit:

BRAND PARTNER

JOB SUMMARY:

The incumbent is required to assist in managing sponsor and partner relationships, implement marketing initiatives, coordinate stakeholder needs and maintaining relationships with clients. The incumbent will have responsibility for the execution of special projects unique to the sport industry, toward the development of business opportunities, thereby fulfilling the mandate of SporTT.

ROLES AND RESPONSIBILITIES

- Assist in development of overarching brand messaging strategy, and omnichannel positioning for client storytelling in keeping with SporTT mandate
- Assist in marketing, planning and brand campaign concepting/development in conjunction with the client and Corporate Communications Department
- Facilitate relationships with appropriate networks with the local, regional and international sporting communities
- Guide on policy matters pertaining to sport business activities
- Support Head, Partnerships & Alliances in assessing competition and market to drive the overall strategy for SporTT
- Collaborate with Corporate Communications Department on brand and product strategy
- Conduct planning with Sport Development, Performance Insights and Corporate Communications teams to develop multi-year innovation marketing calendar
- Support content ideation & strategy
- Lead research and concepting of brand relevant partnerships
- Identify new potential brand partnerships that fit with the overarching brand mission
- Lead the execution of special projects
- Conduct all duties in conformance with Health, Safety, Environment & Security (HSES) requirements
- Assess and evaluate business case for proposals submitted for consideration and provide justification
- Deliver activities agreed in partnership agreements
- Conduct data collection & research activities
- Prepare reports on assigned tasks
- Prepare reports and updates on projects status and progress
- Perform special assignments and other related duties as required.



QUALIFICATIONS

- A recognized first degree in Marketing, Business Administration or Sports Management, or any other related field
 - Certificate or Diploma in Project Management
 - Certificate or Diploma in Events Management
- Or
- Any equivalent combination of experience and training

EXPERIENCE

- Minimum three (3) years of experience in marketing, sport & event management
- Or
- Through demonstrated proficiency in event execution, partnership management, project management, marketing & communications

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of partnership & relationship management
- Excellent written, oral and presentation skills
- Adaptability and ability to multi-task
- Detail oriented
- Highly organised
- Proficiency in a foreign language considered an asset
- Digital marketing strategy
- Above intermediate proficiency in MS Office 365
- Project task scheduling
- Intermediate knowledge of presentation and graphical software e.g. Canva

Applications with full resumes should be sent to:

The Human Resource Department
The Sports Company of Trinidad and Tobago Limited
National Cycling Velodrome, Off Couva Main Road, Balmain, Couva, Trinidad & Tobago
Email: recruitment@sportt-tt.com

Deadline for submission of applications:

No later than:
Tuesday 30th December 2025