EsportCanada.org
info@esportcanada.org

National Lead, Marketing & Commercial Partnerships (Edu/K-12)

Organization: Esports Canada
Division: Edu (K-12 Education)
Location: Remote (Canada)
Position Type: Volunteer
Reports To: Chief Executive Officer/Director of Education

About Esports Canada

Esports Canada is the National Sport Organization for competitive gaming in Canada. Our mandate is to lead, develop, and promote a safe and inclusive esports ecosystem through the implementation of a Long-Term Development (LTD) framework.

From grassroots community play to the high-performance podium, we are committed to establishing national standards for coaching, officiating, and athlete pathways. As the voice for esports both domestically and internationally, Esports Canada works in collaboration with provincial and territorial partners to ensure competitive gaming is accessible, equitable, and excellence-driven for all Canadians.

The Role

The National Lead, Marketing & Commercial Partnerships (Edu/K-12) leads storytelling, brand positioning, and ethical sponsorship strategies for Esports Canada's K-12 Scholastic Division. This executive role bridges educational values with corporate engagement, framing youth gaming around digital citizenship, collegiate pathways, and career opportunities beyond "going pro". Positioned as an executive opportunity for seasoned professionals or ambitious post-secondary students, the National Lead is responsible for attracting, structuring, and maintaining student-safe brand partnerships that generate sustainable funding for national scholastic programs while upholding non-profit integrity.

Core Strategic Responsibilities

1. K-12 Narrative & Educational Storytelling

- Architect campaigns highlighting digital citizenship, STEM integration, leadership, and diverse career pathways in media, technology, and broadcasting.
- Showcase positive student success stories, teacher-coach spotlights, and school community impacts across national communications.
- Align messaging with Canadian educational priorities, demystifying competitive gaming for parents, administrators, and elected officials.

2. Student-Safe Brand Partnerships

- Identify, pitch, and secure ethical corporate partners, foundation grants, and CSR sponsors committed to positive youth development.
- Enforce commercial vetting standards with zero tolerance for age-inappropriate partners (e.g., energy drinks, gambling, mature-rated content).
- Negotiate sponsorship agreements aligned with non-profit valuation models and CRA guidelines for tax-exempt organizations.

3. Ethical Sponsorship Valuation & Monetization

- Develop standardized sponsorship packages, rate cards, and activation tiers specific to K-12 scholastic tournaments and educational workshops.
- Model financial projections and sponsor ROI in collaboration with the finance team to support long-term organizational sustainability.
- Structure co-branded educational initiatives, such as technology grants, student scholarships, and hardware donations for underfunded schools.

4. Co-Branded Asset Management & Brand Stewardship

- Oversee the creation, approval, and execution of co-branded marketing assets, digital broadcasts, and tournament overlays.
- Protect the intellectual property and non-profit reputation of Esports Canada and participating school districts.
- Enforce strict compliance with Canadian youth privacy regulations in all promotional activities.

5. Marketing Performance & ROI Reporting

- Define and track key performance indicators (KPIs) for scholastic marketing campaigns, platform engagement, and sponsor activations.
- Produce quarterly board and sponsor impact reports demonstrating audience reach, brand sentiment, educational value, and return on objective.
- Leverage stakeholder feedback to continuously refine brand positioning and corporate partnership strategies.

Requirements, Qualifications & Student Eligibility

- **Education & Credentials:** Completed post-secondary degree OR active enrollment in an accredited Canadian post-secondary institution (undergraduate degree, graduate degree, or diploma) in Marketing, Business Administration, Communications, Public Relations, or Commerce.
- **Experience & Demonstrated Leadership:**

    - *Professional Path:* 2+ years of experience in brand management, corporate partnerships, or sponsorship sales within Canadian non-profits or sport organizations.
    - *Post-Secondary Student Path:* Portfolio demonstrating hands-on experience in student union marketing, collegiate esports sponsorship acquisition, co-op work terms, or youth campaign management.
- **Partnership & Governance Acumen:** Understanding of non-profit corporate sponsorship models, youth protection, and ethics in advertising aimed at minors.
- **Communication & Pitching:** Strong presentation skills with a demonstrated ability to articulate organizational value to sponsors and institutional partners.
- **Technical Skills:** Proficiency with digital marketing analytics tools, sponsor pitch deck creation, and digital collaboration software.

Process of Review & Selection

1. **Phase 1: Application Review** – Evaluation of cover letter, resume, and portfolio of partnership decks or marketing campaigns.
2. **Phase 2: Virtual Panel Interview** – Scenario-based interview focusing on non-profit brand strategy, ethical sponsorship boundaries in education, and partner pitch executions.
3. **Phase 3: Appointment** – Candidate recommendation to the Executive Team, followed by a formal Letter of Offer.

Application Submission Details

Applications are open from **November 1, 2026** to **November 30, 2026.**

Please submit your resume and a brief cover letter outlining your interest in Education (K-12) esports to **matt.kovacs@esportcanada.org**.