



## CANUCKS SPORTS & ENTERTAINMENT

Employment Opportunity  
(Full-Time, Permanent)

**POSITION:** Mobile Product Specialist  
**DEPARTMENT:** Marketing  
**REPORTS TO:** Manager, Digital

### POSITION SUMMARY:

The Mobile Product Specialist is responsible for managing the development of the Canucks Sports & Entertainment (CSE) mobile program, with a focus on implementation. This requires coordinating with multiple technology providers, aligning implementation to business strategies and objectives, and managing the operations of programs derived from the technology.

A typical day includes:

- Developing and leading the mobile membership program i.e. mobile ticketing, mobile payment, and mobile benefits
- Critically assessing various third-party technologies in order to meet business objectives and deliver the best fan experience; leading communications between third-part technology providers and internal project stakeholders
- Managing game-day initiatives for the app with the use of CMS platforms as well as managing updates, styling, brand elements, and content on the app and Wi-fi portal
- Working with Corporate Partnerships to identify commercial opportunities and support the Marketing team with initiatives through the mobile program

### WE HAVE:

- A team you can belong to and believe in
- A fun, high energy environment – after all, it is the sports and entertainment industry!
- An open mind for new ideas
- The opportunity to embark on a career development journey

### YOU ARE A NATURAL AT:

- Anticipating and constantly staying up to date with future app/technology trends
- Creative and strategic thinking
- Not being afraid to challenge the status quo, ask questions, and share thoughts and ideas
- Presenting and developing positioning recommendations
- Thinking on your feet and being cool under pressure, being able to tackle ad hoc requests promptly
- Being an A+ communicator with both internal and external stakeholders

### YOU MUST HAVE:

- A post-secondary degree or diploma from a recognized institution in a related field or an equivalent combination of education and experience
- At least two years of management experience in the tech space
- The ability to use UI/UX best practices and provide creative ideas to improve the digital experience for the fan
- Experience with digital analytics tools including Google Analytics, Omniture, etc. and be able to make data driven decisions

**YOU MIGHT ALSO HAVE:**

- Experience in website programming or development, including content management systems in a large enterprise
- Versed in HTML and CSS front-end development
- Ability to use Photoshop and/or wireframing tools for editing and turning mock-up models into page

Interested, qualified candidates are invited to submit their resume online at <http://jobs.canucks.com>. This position will remain open until filled.