



**STANDARD BREED**  
CANADA

## Looking for **REAL HORSEPOWER**

# WE'RE HIRING

### **POSITION:** Industry Development Coordinator

**Get to Know Us:** Standardbred Canada is a not-for-profit association and the national breed registry for the standardbred horse with over 6000 members. We serve our horses and members by recording pedigrees and racing statistics for the Canadian harness racing industry and by being a news leader for the industry with a very active website and monthly *TROT* magazine.

**Culture:** At Standardbred Canada our corporate values promote Honesty, Ownership, Respect, Service to Others and Excellence. Our success is powered by people and technology. We champion diversity and always look for ways to put more pace into the sport. Our employees are the real horsepower of the association and are always at the core of who we are and what we do.

**Location:** 2150 Meadowvale Blvd, Mississauga, Ontario

### Summary of Position **Industry Development Coordinator**

#### **Key Responsibilities**

- Assist and execute strategies to enhance membership value, increase industry engagement, and promote the standardbred breed across Canada.
- Support the organization in forging and maintaining relationships with key clients, industry partners, and other relevant stakeholders.
- Identify opportunities for national and event sponsorship.
- Provide detailed reports on business development activities, outcomes, and ROI, contributing to data-driven decision-making processes.
- Coordinate and support the implementation of projects and initiatives that aim to grow the association's reach and impact within the community.
- Leadership in contract design and management, working in concert with the Manager of Industry Development and the President and CEO.
- Facilitate effective communication between Standardbred Canada and its members, stakeholders, and partners, ensuring alignment with the association's strategic goals.
- Work with internal teams, including IT, Member Services, Racing Services, and Communications, to ensure cohesive branding and messaging across all business development efforts.
- Collaborate and assist in organizing events, workshops, and seminars that contribute to the professional development of members and the promotion of the Standardbred industry.
- Conduct market research and analysis to identify new business opportunities and viable income streams, trends, opportunities, and challenges within the industry, providing actionable insights to inform decision-making.
- Other duties as assigned.

#### **Qualifications**

- Bachelor's degree in Business Administration, Marketing, Equine Studies, or a related field.
- Minimum of 2 years of experience in business development, project coordination, or related roles, preferably within a not-for-profit association or the equine industry.
- Strong understanding of Canada's standardbred racing and breeding industry, with a passion for advancing the sport and breed.
- Excellent communication, interpersonal, and negotiation skills, with the ability to engage effectively with diverse stakeholders.
- Proven ability to manage projects from conception to completion, demonstrating strong organizational and time-management skills.
- Analytical thinker with a strategic mindset, capable of translating insights into actionable strategies.
- Proficiency in Microsoft Office Suite and experience with CRM systems.

#### **What We Can Offer for All Your Hard Work?**

- Health and Insurance Benefits
- Work from Home Opportunities
- Competitive Salary
- Fast paced working environment

#### **JOIN OUR TEAM • APPLY NOW**

Send a cover letter and resume to:  
[scvacancy@standardbredcanada.ca](mailto:scvacancy@standardbredcanada.ca)

**Applicant Closing Date: January 31, 2025**

*We thank all those who apply but only those applicants who are selected for an interview will be contacted.*