



Banff Sport Medicine

Bracing Program Lead

Banff Sport Bracing | Banff Sport Medicine

Full-Time | Monday–Friday | 40 hours/week

Remuneration | \$30 - \$31/hour

Deadline | July 27th

Canmore, Alberta

Lead. Grow. Build.

Banff Sport Bracing is looking for an ambitious, entrepreneurial leader to take ownership of our growing bracing program.

This is far more than a retail or clinical role. As the Bracing Program Lead, you'll be responsible for driving revenue growth, increasing patient conversions, strengthening physician relationships, and using data to continuously improve business performance.

Working alongside orthopedic surgeons, sport medicine physicians, physiotherapists, and allied health professionals, you'll lead the continued evolution of one of the Bow Valley's premier sport medicine bracing programs.

If you're someone who enjoys building programs, achieving measurable results, and making a real impact on patient care, we'd love to hear from you.

What You'll Be Accountable For

Drive Revenue Growth

You'll own the commercial success of the bracing program by:

- Achieving monthly and annual sales targets
- Growing overall program revenue
- Increasing clinic-to-purchase conversion rates
- Identifying new revenue opportunities, including rental programs, bundled care packages, and new product lines
- Building strong supplier partnerships to maximize product offerings and profitability
- Delivering an exceptional consultative sales experience that puts patients first

Use Data to Drive Decisions

You'll use performance metrics to identify opportunities and guide business decisions.

You'll be responsible for monitoring and reporting on:

- Sales performance
- Revenue growth
- Conversion rates
- Referral sources
- Product performance
- Inventory trends
- Customer purchasing patterns
- Key performance indicators (KPIs)

You'll regularly analyze trends, identify opportunities for improvement, and present recommendations to leadership.

Lead Program Development

You'll continuously improve how our bracing program operates by:

- Designing efficient patient referral pathways
- Building scalable clinical workflows
- Developing best practices for brace selection and fitting
- Creating systems that support long-term growth
- Training and mentoring team members
- Improving operational efficiency and customer experience

Build Strategic Relationships

Success in this role depends on developing strong relationships across the clinic and community.

You'll:

- Work closely with orthopedic surgeons and sport medicine physicians
- Collaborate with physiotherapists and allied health providers
- Build referral relationships with community healthcare providers
- Represent Banff Sport Bracing at educational and community events
- Strengthen internal referral pathways to improve patient access

Deliver Exceptional Patient Care

While this role has a strong business focus, patient care remains at its core.

You'll:

- Assess patients' bracing needs
- Recommend evidence-based solutions
- Provide expert brace fitting and education
- Deliver follow-up support to optimize patient outcomes
- Ensure every patient receives an exceptional experience

Support Retail Operations

You'll help ensure the retail environment operates efficiently through:

- Inventory oversight and merchandising
- Maintaining high clinical and retail standards
- Supporting continuous improvement initiatives
- Collaborating with leadership on operational planning

What We're Looking For

We're seeking someone who combines business acumen with outstanding relationship-building skills.

You'll likely have:

- Experience growing sales or leading a customer-focused program
- A proven ability to achieve revenue targets and improve business performance
- Strong analytical skills and confidence interpreting data and KPIs
- Excellent communication and relationship-building abilities
- Exceptional organizational and problem-solving skills
- The ability to work independently while collaborating across multidisciplinary teams

Preferred Experience

Experience in one or more of the following is considered an asset:

- Sport medicine
- Orthopedics
- Rehabilitation
- Healthcare
- Medical devices
- Retail leadership
- Business development
- Bracing or mobility products

Why Join Banff Sport Bracing?

This is an opportunity to take ownership of a growing program within one of Alberta's leading multidisciplinary sport medicine clinics.

You'll have the autonomy to influence strategy, drive measurable business results, develop innovative programs, and work alongside an exceptional clinical team—all while helping patients recover, stay active, and perform at their best.

If you're excited by the opportunity to build something, lead growth, and make a measurable impact, we'd love to hear from you.

How To Apply

Submit your resume and cover letter detailing your qualifications and interest in the role to:

manager@banffsportmed.ca

We thank all applicants for their interest; only those selected for an interview will be contacted.