



POSITION PROFILE

SENIOR COORDINATOR, PARTNERSHIPS

JOB PURPOSE

The Senior Coordinator, Partnerships is a key member of the Revenue Generation team who provides exceptional service to our current and prospective Corporate Funding Partners.

The Senior Coordinator, Partnerships is responsible for coordinating partner servicing activities designed to deliver superior value to our corporate funding partners while maintaining and growing the CPC brand through partner activation events and non-traditional revenue opportunities.

Type: Full-Time

Reports To: Manager, Partnerships

Location: Ottawa

Primary Responsibilities

- Build positive rapport with partners to support the integration of the Paralympic brand and key messages in partner product launches and events
- Work with the Communications & Brand team to:
 - Ensure that all Partner marketing materials comply with CPC's branding guidelines
 - Leverage the CPC brand within Partner-driven activations
 - Ensure that CPC is apprised of all potential Partner media and publicity events
 - Coordinate Partner requests for use of all CPC marketing and brand assets
- Partner servicing:
 - Lead the delivery of all partnership deliverables leading to a strong return on investment for the Paralympic brand and funding partner
 - Coordinate Partner requests for athlete appearances
 - Coordinate all aspects of CPC's Games hospitality program, including Partner-driven appreciation events
 - Coordinate Partner fulfillment presentations as outlined in the partnership agreement



- Coordinate all aspects of CPC-led turn-key activations for specified Partners
 - Lead the Customer Relationship Management plan with all partners
 - Work with corporate partners and internal CPC staff in the creation of activation programs
 - Manage and execute client service plans for all corporate partnerships
 - Plan and participate in annual corporate partnership summit
- Business Development and Revenue Generation:
 - Promote investment of new programs and assets to existing customers to increase value and generate incremental revenues
 - Assist with client research
 - Assist in identifying and engaging new prospects
- Host partners at Parapan Am Games, Paralympic Games and other CPC events
- Measurement and Evaluation:
 - Ensure high level of partner satisfaction and retention through a full engagement strategy, management and assessment system
 - Maintain partner activation records
 - Maintain partner fulfillment records
 - Prepare and participate in annual sponsorship review and debrief presentations
- Special Projects:
 - Support and coordinate key initiatives – Paralympic Games broadcast, Paralympic World Championships hosted in Canada
 - Other duties as required

Qualifications

Education

- University degree preferably in business or sport administration

Knowledge and Skills

- Strong team player, able to work in a shared leadership and cross-functional team environment (e.g. CPC employees, vendors, sub-contractors)
- Strong business writing, presentation and verbal communication skills in both official languages
- Proficiency with office applications such as email, project planning, word processing, presentation development, etc.
- Committed to ongoing professional development in marketing and sponsorship trends
- Must hold a valid passport at all times
- Knowledge of the sport system considered an asset



Experience

- A minimum of 3 years' experience in a similar role within a non-profit organization or corporate environment, preferably in the sport industry
- Proven experience in developing, creating, maintaining and building value relationships with partners
- International Games experience is an asset

Personal Characteristics

- Results-oriented
- Strategic
- Systematic and organized
- Cooperative, team player, collaborative
- Active listener; understands requirements before leaping to action
- Possesses an exceptional client service focus
- Outgoing, develops interpersonal relationships easily
- Creative and innovative

Values

- Exemplifies our organizational values
 - Excellence
 - Integrity
 - Focus
 - Team
 - Inclusive

Working Conditions

- Work is primarily in an office environment
- Overnight travel and off-site work required (e.g. Games, meetings with clients, special events, etc.)
- Will be required to work evenings and weekends during busy periods, including Games and other special events

Application Process

Interested applicants can apply through the following link:

<https://paralympic.bamboohr.com/jobs/view.php?id=12> by no later than **Friday December 7th 2018.**

CPC is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin,



citizenship, creed, sex, sexual orientation, record of offences, age, marital status, family status or disability.

CPC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.