

### Director of Corporate Relations

The Director of Corporate Relations is responsible for managing professional relationships and communication with organizations across Metro Vancouver in pursuit of both monetary and nonmonetary (in-kind) sponsorship for HRSA's events, workshops, and activities. Your role includes representing HRSA and its best interests by presenting opportunities for organizations to become involved with HRSA operations. This will ensure HRSA's events, workshops, and activities are able to operate efficiently, and bring the optimal value to students. You will have the chance to lead your Coordinators under HRSA's pillar events.

*Your term will last from May 2017 - April 2018.*

### Your Role Includes:

- Assessing HRSA's sponsorship needs, and conducting extensive research on organizations and their main contacts for sponsorships and donations
- Creating and continuously adapting content for corporate sponsorship packages outlining HRSA's objectives, reasons for partnership, value-added benefits, and contributions to HRSA
- Seeking and acquiring sponsorship through cold-calling, email and in-person meetings
- Following up with organizations and potential sponsors via email, phone, and in-person meetings when needed
- Developing appropriate correspondence including customized contracts and invoices for sponsoring organizations, and thank you letters
- Documenting all contact information, sponsorship reports, and maintain a database of contacted organizations and statuses
- Negotiating with organizations and associations about sponsorship and partnership arrangements to align and maximize both parties' interests
- Acting as a liaison to maintain timely communication between key stakeholders and HRSA Executives
- Working closely with the Director of Marketing, the Director of Visual Media and Corporate Relations Coordinators to ensure the delivery of agreed sponsor benefits
- Meet with respective Coordinators (annual and Organizing Committee) to guide and monitor progress
- Being an HRSA ambassador and promoting HRSA in a responsible and professional manner

### You're Great At:

- Professional verbal and written communication skills to increase rapport with potential partners
- Organizational and time management skills using online and personal resources (Calendar, Google Drive, etc.) in order to schedule, approach and meet sponsors
- Negotiating effectively to align both parties' interests
- Prioritizing and targeting multiple tasks and responsibilities while collectively working with different team members
- Taking initiative and contacting external parties via phone, email, and in-person meetings to establish and maintain relationships



# DIRECTOR OF CORPORATE RELATIONS

## JOB DESCRIPTION

- Meeting and exceeding monetary targets as outlined by Director of Finance

### Bonus Points:

- Previous experience in sponsorship acquisition
- Strong network of connections with local companies
- Customer service experience
- Interest in Human Resources
- A large and strong network of industry professionals
- Engagement in the Beedie **community**