



CORPORATE RELATIONS COORDINATOR JOB DESCRIPTION

HR NOW CONFERENCE

HR NOW is a half day conference hosted by SFU HRSA where students gain insights on various functional areas within the Human Resources Management industry. Students have the opportunity to interact with industry professionals and like-minded peers through a series of keynote speakers, networking sessions, and workshops.

POSITION OVERVIEW

Strengthen your interpersonal and negotiation skills as the Corporate Relations Coordinator! The role of the Corporate Relations Coordinator is to develop and maintain relationships with companies in the Greater Vancouver Area while acquiring both monetary and in-kind sponsorship. In addition, the position will provide the successful candidate with the opportunity to develop confidence when dealing with industry professionals. The Corporate Relations Coordinator will report to the Project Manager and will work closely with the Director of Corporate Relations. Your term for the HR NOW 2015 Organizing Committee will be from July 28, 2015 to November 28, 2015.

MAIN RESPONSIBILITIES

- Conduct extensive research in collaboration with the Director of Corporate Relations on potential sponsors that would align with SFU HRSA's vision and mission
- Work closely with the Director of Corporate Relations and Marketing Coordinator to create a comprehensive sponsorship package for HR NOW
- Seek and acquire sponsorship through cold-calling, email, and in-person meetings
- Initiate and maintain strong connections with sponsors by representing SFU HRSA in a positive and professional manner
- Create and submit progress reports to update the Project Manager and Executive Team
- Promote HR NOW through classroom visits, information booths, and social media
- Regularly attend organizing committee meetings

QUALIFICATIONS

- Good understanding of SFU HRSA's vision and mission
- Strong interpersonal communication skills
- Ability to work cooperatively in a team
- Ability to prioritize multiple tasks in a deadline-driven environment
- Analytical and result-oriented
- Ability to negotiate effectively to align both parties' interests to acquire partnership/sponsorship
- Ability to solve problems under pressure and in a stressful work setting
- Previous experience in acquiring sponsorships is an asset