

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 speakers, workshops, and networking.

POSITION DETAILS

Title: Corporate Relations Coordinator

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.

Work Closely With: Project Manager, Director of Corporate Relations

Time Commitment: July 2017 - November 2017

RESPONSIBILITIES

Before the Event:

- 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
- Ensure that all benefits promised to sponsors are given and all sponsors' expectations are met
- 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 presentations, information booths, and social media
- Regularly attend Organizing Committee meetings

During the Event:

- Engage with the sponsor representatives during the event by introducing them to students or having thoughtful conversations with them
- Work with Marketing Coordinator/Photographers to ensure that the appropriate sponsors are photographed and represented on social media

After the Event:

- Follow-up with sponsors and thank them for their participation
- Perform debrief with HRSA Executives and OC to identify strengths and weaknesses of the event

QUALIFICATIONS

- Strong interpersonal communication skills
- Ability to work cooperatively in a team
- Ability to prioritize multiple tasks and resolve conflict in a deadline-driven environment
- Analytical and result-oriented
- Ability to negotiate effectively to align both parties' interests to acquire partnership/sponsorship

NICE TO HAVE:

- Good understanding of SFU HRSA's vision and mission
- Previous experience in acquiring sponsorships is an asset