

JOB DESCRIPTION

Director, Corporate & Community Engagement (DCCE)

Job summary

The Director, Corporate & Community Engagement (DCCE) has primary responsibility for the fund development and revenue generation of Calgary Economic Development (CED). They provide leadership in developing, implementing, managing and evaluating sponsorship programs which will build a sustainable broad base of financial support for the organization. The DCCE is a member of the Senior Management Team (SMT) at CED.

Key responsibilities

Sponsorship/Community Investment Strategy 40%

- Develops, implements, and analyzes a proactive sponsorship/community investment strategy and plan which is integrated into all CED Business Units' activities and meets annual financial objectives:
 - Develop comprehensive annual sponsorship development plan that details specific activity and timing of activity (identification, cultivation, ask, stewardship and recognition) for each sponsor relationship;
 - Develop and manage annual Corporate & Community Engagement sponsorship development plan to ensure all activity is completed within fiscal year;
 - Research prospects to ensure all corporate engagement relationships meet or exceed criteria to give at various levels of support as developed;
 - Proactively pursue and secure sponsorship/community investment relationships with new prospective sponsors on behalf of the various Business Units and their programs and events;
 - Analyze and report activity and results to ensure annual financial objectives are achieved;
 - Establish both short-term and long-term revenue growth goals to maintain an effective integrated corporate engagement development program;
 - Proactively manage expenses related to this position and business unit to ensure bottom line is achieved;
 - Work closely, in an integrated fashion, with other CED business units to obtain partner prospects, support other business units' influence with prospects and share partner opportunities for value-in-kind, which directly offsets pre-approved business units budgets or provides SMT approved unanticipated opportunities;
 - Participate in business and staff planning (strategic) meetings as an effective contributing member of the SMT. Supports other business units; and,
 - Manage personal professional development by attending and participating in committee / association (i.e. SMCC – Sponsorship Marketing Council of Canada,

and or Association of Fundraising Professionals) meetings, appropriate conferences and seminars relating to this position.

Manage sponsorship team

20%

- Manage a team of sponsorship and event marketing fundraising professionals within the business unit to ensure prospecting, discovery meetings, customized sponsorship proposals, presentations, and follow up (stewardship/fulfillment) are delivered in a timely manner, including (but not limited to):
 - Monitor and evaluate overall sponsor stewardship, activation and fulfillment to ensure sponsor satisfaction is achieved;
 - Develop and implement strategies to ensure sponsorship agreements are renewed for the mutual benefit of the sponsor and CED; and,
 - Manage and assume overall responsibility for the staffs quality of work and productivity related to sponsorship partnerships and the maintenance of these partnerships.

Manage sponsorship assets & benefits

20%

- Manage the overall inventory of sponsorship assets and benefits for entire sponsorship program:
 - Develop, manage, and implement overall sponsorship inventory management system for assets and benefits;
 - Ensure overall sponsorship inventory values are updated annually as a result of increases or decreases in hard costs or market value;
 - Responsible for managing activation of all sponsorships initiated by this business unit or others at CED; and,
 - Develop and implement measurement tools to ensure profitable ROI or ROO is delivered for all partners and CED.

Develop sponsor presentation tools

10%

- In conjunction with the Marketing and Communications team, develop and manage package, proposal, and presentation development:
 - Develop template and customized proposals from approved inventory to ensure maximum revenue generation and acceptable ROI for the sponsor; and,
 - Build template and customized presentations that outline benefits for sponsors from information gathered during discovery / cultivation sessions including goals and sponsor budget expectations.

Develop & manage sponsorship reporting package

10%

- Develop and ensure the management of database records and reports associated with all assigned sponsor or donors accounts:
 - Use database to identify and segment existing and new sponsor/donor segments;
 - Update database with sponsor/donor account activity;
 - Prepare and analyze quarterly database reports to demonstrate activity compared to work plan; and,

- Ensure that all CED policies are adhered to by this business unit.

Unique working conditions

This position may require long and/or irregular hours. Significant skill is required to work effectively across internal functional areas and in situations where clear parameters may not exist.

Complexity of duties

This is a highly complex role involving challenging work related to a broad and diverse group of functions and requiring a high degree of accuracy of information, strict attention to detail, and prioritization and management of a large number of projects/issues. Independent contact with a wide variety of organizations and individuals at any level in both the public and private sector is a key characteristic of the position. The actions of the incumbent reflect on the organization and The City of Calgary.

Reporting relationships

Direction received from:

- President & CEO
- This position also has dotted line integration relationships with all other CED Business Unit Directors and their staff

Direction given to:

- Team of sponsorship and event marketing fundraising professionals

Qualifications

Education

- Bachelor's Degree, preferably in Commerce or Business Administration
- Professional designation, or related combination of education and experience

Experience

- Significant previous experience developing corporate engagement strategy, selling and managing sponsorships;
- 10-12 years of experience in the event marketing and/or sponsorship/fundraising field preferably with large international events or organizations; experience should include managing professional staff; and,
- Experience working with boards of directors, senior executives and volunteers in a fundraising environment.

Note: An equivalent combination of education and experience may be considered.

Key Competencies

- A proven track record in the field of sponsorship and fundraising including strong sales experience;
- High standards of integrity, judgement and confidentiality;
- High level of comfort making contact with internal and external clients;
- Consultative in their approach in all situations and with all clients both internal and external;

- Excellent planning and budgeting skills;
- Well organized and detail oriented;
- Proven ability to manage all aspects of a private investment program;
- Effective interpersonal, written, oral and presentation skills;
- Superior analytical and problem solving skills;
- Highly motivated, independent, self-starting and committed;
- Proficiency with databases; good overall computer skills;
- Ability to multi-task and prioritize to deadlines;
- Comfortable working independently and as a member of a team. Must have the ability to put “deposits into other business units’ bank accounts” to foster sense of team;
- The ability to interact with a variety of levels of corporate management and guidance;
- Must have the ability to work with operating business units who are not necessarily predisposed to working with a revenue generating function;
- Facilitates input from other business units;
- Must be flexible, hardworking and have high energy;
- Able to accept responsibility and accountability; and,
- Member in good standing with a professional organization / association such as Sponsorship Marketing Council of Canada (SMCC), and or Association of Fundraising Professionals (AFP), Alberta Association of Fundraising Professionals (AAFRE) or other Canadian national equivalents.

On-the-job orientation

6 months

Performance expectations:

All Calgary Economic Development employees are expected to:

- Contribute fully and effectively to the success of the organization;
- Be an ambassador for CED and Calgary, promote CED whenever possible, and identify possible opportunities for the organization;
- Be action oriented and take a can-do approach;
- Manage time effectively to ensure deadlines are met and activities are maintained, or brought to conclusion, as appropriate;
- Be equally effective working independently or as part of a team;
- Demonstrate professional conduct in all interactions, both internal and external;
- Exercise good judgment, maturity and diplomacy; and,
- Be open to change.