



DIRECTOR, SPONSORSHIP AND CAUSE MARKETING

Date Posted: January 9, 2012

Position Status: Permanent Full-time

Available: Immediately

Description of the Position: As the Director of Sponsorship and Cause Marketing, you will have the opportunity to use your business and marketing skills to improve the health and well-being of children and their families in Canada and around the world. You will develop, implement, and monitor annual and long-term plans to cultivate and solicit corporate partners with a focus on sponsorship and cause marketing opportunities to support the work of the Hospital for Sick Children. Developing and maintaining relationships with corporate donors and key members of the philanthropic community, you will ensure annual targets are met and create a pipeline of new prospects. You will also provide overall leadership to the day to day operations of the Sponsorship and Cause Marketing team. This position will report to the Vice President Corporate Partnerships.

Specific duties to include:

- Providing leadership to the team of relationship management professionals who deal with the Foundation's Corporate Sponsorship and Cause Marketing Partners by leading, coaching and mentoring these direct reports;
- Developing and maintaining sponsorship and marketing relationships with corporate sector in Canada including the very largest enterprises, as well as small and mid-market businesses;
- Growing the current revenue stream by strengthening business development strategies and implementing an aggressive plan to reach new corporate partners through traditional and innovative fundraising approaches;
- Developing Foundation-wide sponsorship strategy and building the Sponsorship Centre of Excellence, a resource for all Foundation teams and a cross-functional program for Foundation and Hospital properties. Includes valuation model and sponsorship recognition strategies.
- Create increased opportunities for exposure of the SickKids brand.
- Developing and leading a comprehensive sponsorship and cause marketing program which offers corporations a broad range of opportunities to support the work of The Hospital for Sick Children, and to promote philanthropy;
- Working with volunteers, donors, and senior staff to set, meet, and exceed ambitious fundraising goals;
- Managing a personal pool of key corporate partners and prospects, and exceeding personal fundraising goals;
- Cultivate effective relationships within the hospital to support program alignment, proposal development, volunteer opportunities, donor cultivation, solicitation and stewardship; and
- Ensuring that all records of the Corporate Sponsorship and Cause Marketing

portfolio are well managed.

Qualifications: The successful applicant must possess the following:

- Minimum a degree from a relevant university program, a post graduate degree would be preferable, PLUS a minimum of ten to fifteen years progressive leadership experience in fundraising, business development, sponsorship, sales and/or marketing with a not-for-profit, a for profit business or an agency;
- A proven track record as a skilled leader and leading cross functional teams;
- A proven track record as an exceptional fundraiser;
- A sponsorship and cause related marketing expert;
- A proven track record developing strategies;
- Experience working in a large, complex organization building consensus and achieving result;
- A professional designation such as CRFE, CFP would be preferable;
- A proven track record in identifying strategic business development opportunities and developing and leading such initiatives;
- Solid business acumen along with advanced analytical and financial modeling experience;
- Creative and innovative thinker;
- Demonstrated ability to collaborate effectively with internal and external stakeholders;
- Demonstrated ability to build relationships with donors, volunteers, hospital representatives and other key stakeholders, with a keen sense of diplomacy;
- Superior communications skills, writing and interpersonal skills, in addition to well-developed presentation abilities.

Hours: 35 hours per week Monday to Friday

Available to: Internal & External Candidates

Deadline: January 27, 2012

Submit Resume to: email: careers@sickkidsfoundation.com

Only those applicants selected for an interview will be contacted.

No phone calls please.