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| Job Title: Manager, Business Development | | | |
| Reports to: | Chief Marketing and Membership Officer | Location: | 955 Green Valley Cres, Ottawa, Ontario K2C 3V4 |
| Supports: | CPA National and Components (Divisions, Assemblies and Branches) | Last Updated: | May 2019 |

Overview

Under the direction of the Chief Marketing and Membership Officer, the Manager, Business Development works in collaboration with National Office staff and Components to develop and manage a business development strategy that helps the Canadian Physiotherapy Association (CPA) and the Physiotherapy Foundation of Canada (PFC) pursue their strategic directions.

The Manager, Business Development is engaged at every point in the business development process from developing a holistic strategy, ideation of saleable assets, outbound solicitation and sales, contract negotiation and review, servicing and fulfillment, and evaluation and reporting. An exceptional cross-functional teammate and relationship builder the Manager, Business Development will work on a variety of projects, support revenue for multiple lines of business and have both strategic and tactical responsibilities.

Responsibilities

Business Development

- Develop an annual business development strategy including sponsorship, advertising and fundraising initiatives to support the objectives of the CPA and PFC
- Identify and achieve revenue targets through various channels outlined in more detail below
- Develop strategies to engage prospective, current and potential partners
- Become an integrated part of the health care system network to identify current and new opportunities for revenue
- Host and network with prospective sponsorship, foundation and advertising partners
- Research relevant and trending business development strategies that could impact or bolster revenue for the CPA
- Manage the business development budget, including revenue and expenses for CPA business development strategy and the PFC fundraising revenue targets
- Develop and deliver regular reports and presentations regarding the business development activities of the CPA and PFC
- Regularly contribute to ideation, concepting and planning cross-functionally with multiple departments including but not limited to communications, membership and events

Sponsorship

- Develop and maintain a) a sponsorship asset inventory including ongoing valuation/pricing of sponsorship assets, b) a sponsorship framework, c) sponsorship sales funnel, and d) a prospect list
- Solicit, develop and maintain ongoing relationships with current, prospect, and lapsed sponsors
- Lead outbound solicitation effort including cold outreach, as required
- Identify ongoing projects, events and campaigns internally and how to leverage those initiatives for sponsorship revenue
- Create and present sponsorship packages and presentations to prospects

- Negotiate and execute sponsorship contracts including fulfillment and servicing for CPA corporate partners
- Evaluate sponsorships and prepare regular sponsorship reports for CPA and PFC partners
- Sponsorship portfolio includes assets such as: member engagement campaigns, national conference/forum, business solutions partners (supplier spotlight platform), etc

Advertising

- Develop and maintain a CPA rate card for advertising assets which include, but are not limited to: a) Physiotherapy Practice magazine, b) Career Centre portal, c) Physiotherapy Journal academic publication, d) Association emails, and e) ad hoc website/campaign-based advertisements
- Develop asset inventory and calendar including standard procedures for selling and executing advertisements in a consistent way for partners
- Collaborate with internal teams on the development of a procedure to ensure efficiency when executing purchased ads across communication channels
- Sell advertising including outbound calls, building relationships with advertising brokers, and managing relationship directly with advertisers
- Fulfill and service all advertising partners
- Track relevant metrics on advertising platforms
- Regular reporting to partners on the relevant data with respect to their advertisements

Foundation

- Contribute to PFC planning and fundraising initiatives
- Work with events and communications teams to identify opportunities to generate incremental fundraising dollars
- Ensure business development plan supports opportunities to generate funds for PFC awards

Essential Skills

- Bachelor's degree and 3-5 years of relevant experience in either (or a combination of) sponsorship, advertising and/or fundraising
- Strong understanding of key sales principles
- Creative individual who can contribute to ideation around business development including but not limited to: developing new sponsorship assets, creative ideas for sponsorship packages, additional inventory for advertising sales, new strategies for generating fundraising revenue
- Experience with any of the following: property sponsorship sales, brand sponsorship management, fundraising, peer to peer fundraising events, B2B sales
- Eager to learn and contribute to business development best practices and the most efficient and effective ways to generate revenue
- Has a thoughtful approach to hitting revenue targets and can manage priorities when there are competing assets for sale in the organizational inventory
- Experience with account management including hospitality, fulfillment and servicing
- Comfortable in a high-performance, high-paced culture and comfortable forecasting and achieving sales targets
- Relentless focus on exceptional customer service for partners
- Able to effectively manage multiple priorities and deadlines
- Bilingualism is a strong asset

To Apply

Email your resume and cover letter to Megan Labonte <hr@physiotherapy.ca> no later than 12pm ET on June 7, 2019. The CPA thanks everyone for their interest but will only respond to applicants selected for an interview.