

Westerner Park is Western Canada's Event Centre... Your Home for Celebration! We provide premier facilities and service for agriculture and trade, sports and entertainment, conferences and meetings. We are community and team focused and continually growing.

The Business Development and Sponsorship Assistant is a vital member of our Business Development Team. Under the direction of the Business Development Manager this position is primarily responsible for planning and driving business goals for the Westerner Park's sponsorship strategy for financial growth of the organization. This position will help develop and maintain relationships with the organization's sponsors and clients, identify and cultivate potential partnerships and sponsorship strategy development. This role will act as a key point of contact for the organization's sponsors and shall collaborate with its partners to identify opportunities and partnering strategies.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Business Development Manager, the Business Development and Sponsorship Assistant is responsible for:

- Drive and support the efforts and activities that align with the organization's revenue goals and objectives to ensure sponsorship goals and quotas are met.
- Assist to develop and maintain established and prospective sponsor contact list ensuring accurate and up-to-date information.
- Help to analyze the effectiveness of targeted sponsorships; recommend and implement changes based on findings.
- Develop, prepare, and deliver sales materials, trade show exhibits, conference appearances, and other promotional programs to assist in driving and achieving sponsorship goal targets.
- Engage in continuous research in an effort to identify new and potential sponsors.
- Develop, manage, and nurture new sponsorships to accomplish revenue and volume goals.
- Ensure all sponsors receive recognition for their sponsorship and contributions.
- Support the growth for existing relationships with groups, companies, and individuals who are existing sponsors or potential sponsors.
- Cultivate and maintain relations with sponsors and potential partners to ensure continued support.
- Collaborate with the Business Development Manager to identify sales opportunities and partnering strategies.
- Assist in developing and attaining funding objectives.
- Draft proposals and prepare presentations for potential sponsors.  
Review and prepare all documents, reports and other correspondence materials for department.
- Take and transcribe dictation notes and meeting minutes.
- Maintain a high level of confidentiality in all interactions.
- Develop sponsorship strategies and oversee all aspects of fundraising programs.
- Create sponsorship goals and oversee the solicitation of funds to meet these goals.
- Identify new donors and organize initiatives to secure sponsorship.
- Act as liaison to other business units for completion of day-to-day administrative and operational issues.
- Forecast sponsorship activity and revenue achievement creating weekly and/or monthly status reports.
- Stay abreast of changes and trends in the event and sales industry, identifying and implementing best practices as necessary.

- Coordinate publicity methods to ensure the public is aware of fundraising campaigns.
- Work with Westerner Park departments to assess sponsorship needs.
- Develop and maintain effective systems to support the sponsorship functions.
- Liaise with external designers and other Westerner Park staff to produce sponsorship related communications.
- Attend meetings of the Finance and Fundraising Committee and regular planning meetings with the Director, Finance and Resources and / or the Chief Executive and other Westerner Park managers.
- Any other duties as deemed necessary

## CORE COMPETENCIES

- Accountability
- Strong Sales Background
- Results Driven
- Communication
- Networking and Relationship Building
- Negotiation
- Planning and Organizing
- Service Orientation
- Problem Solving

## QUALIFICATION REQUIREMENTS

- Post-Secondary Degree/Diploma or equivalent in Business Administration, Marketing or other related area of study.
- Minimum 1-2 years' progressive experience in a sales and/or sponsorship support role.
- Experience in all aspects of sales, including growth strategies, distribution channel management, account development, and business planning.
- Not-for-profit organizational experience considered to be an asset.
- Excellent team work and team building skills.
- Able to build and maintain lasting relationships with all business units, key business sponsors, and client and guests.
- Able to write and format moderately complex correspondence, including memos, letters, etc.
- Excellent writing skills, including proper spelling, grammar, and punctuation.
- Superior time management skills, multitasking skills, and the ability to prioritize tasks with minimal supervision.
- High level of sound and independent judgment, reasoning, and discretion.
- Professional, responsive, and positive work attitude is essential.
- Resourcefulness and flexibility.
- Exceptional oral and verbal communication skills.
- Strong guest and client service orientation.
- Demonstrated ability to work as a team player and to facilitate and mobilize support.
- High level of proficiency with Microsoft Office Suites.
- Outgoing, inclusive and welcoming in nature.
- Resourceful, motivated and energetic.

### WORK CONDITIONS

- Travel required.
- Ability to attend and conduct presentations and meetings.
- Manual dexterity required to use desktop computer and peripherals.
- Busy office setting.
- Interacts with public at large.

**AFFILIATIONS** Member of the Westerner Employees Association

**RATE** \$20.00 — \$23.44

**TO APPLY** Please email Cover Letter and Resume to Human Resources with the your name and the name of the position you are applying for in the subject line to [HR@westernerpark.ca](mailto:HR@westernerpark.ca)

**This job description is not intended to be all inclusive and Personnel may perform other related duties as requested to meet the ongoing needs of the organization.**

**Thank you for your interest with Westerner Park. We look forward to reviewing your application**

**Important Message:** We thank all those who apply. Only those selected for further consideration will be contacted. This position will remain posted until successful applicants are found.