

MANAGER, EVENTS & SPONSORSHIP

24-Months Contract | Revenue Development | Location: Montreal, Quebec



What We Do:

Arthritis Society Canada is on a mission to fight the fire of arthritis with the fire of research, innovation, advocacy and information and support. That's because arthritis robs six million Canadians of their mobility, mental and physical well-being, and in some cases, their livelihood. It is Canada's most common chronic condition, and there is no cure.



Why Join Us:

A career with us is more than just a job. It's an opportunity to use your talents to push back against the devastation of arthritis. Fighting the fire of arthritis gives meaning to our work, incites collective action and drives us to excellence in all we do. Our bold and ambitious strategic plan, Accelerating Impact, is propelling our work to create transformational change. We are united, transformative and impactful culture. Our people are essential to our efforts, and we will empower you to be successful in your role. We are honoured to be a 2022 Canada's Most Admired™ Corporate Cultures winner, and proud to be accredited under Imagine Canada's Standards Program.



Our Revenue Development Team:

Our revenue development team is made up of talented fundraising professionals across Canada, in the areas of major giving, direct response, annual giving and corporate, who work closely with our community of generous loyal donors to turn shared visions, passions and interests into meaningful impact in fighting the fire of arthritis. We are a national charity with local impact, and the donation from these individuals makes a difference for people living with arthritis in every province.



Purpose of Role:

Reporting to the Vice President, Eastern Canada and working as part of the nationwide revenue development team, this senior fundraising professional plays an integral role in the organization's growth through engagement of key donors in support of our annual events, such as Move Your Way; the Bal en feu; and annual cultivation initiatives. The Manager, Events & Sponsorships establishes the gold standard in relationship building from prospecting, to solicitation, to stewardship. As staff lead for signature events, the Manager effectively develops critical paths and manages all event committees. The Manager is responsible for creating all event strategies that meet annual fundraising targets and cultivates new and existing event donors and friends, with gross fundraising goals for signature events and partnership programs in excess of \$600,000 per year. The Manager brings exceptional maturity, poise, and respect to every circumstance of event in the giving cycle.

The Manager, Events & Sponsorships is responsible to drive corporate revenues by sourcing, qualifying, cultivating, soliciting, and closing fundraising opportunities (sponsorship or major gift donations) while stewarding current partners to renew and grow revenues from partnerships. As an essential member of the development team, the Manager will help to implement and deliver the Arthritis Society Canada's five (5)-year strategic revenue goals across Quebec, and nationwide.



Key Accountabilities:

Event Management & Planning (60%)

- Develops and implements annual development plan and budgets for signature events such as the annual Bal en feu and Move your Way national program as well as third-party events.
- Main staff lead for event committees.
- Attends and manages all event planning committee meetings to support the chairs, vice chairs and committee members, as a committee lead and liaison.
- Creates and manages revenue and expense budgets for each signature event, with regular updates to the Vice President.
- Develops and/or oversees the development of all sponsorship proposals, (GIK solicitation letters, ticket letters, event supplier letters and back-up materials for all prospective suppliers, and donors).
- Ensures all donors (renewal and acquisition) are solicited in a timely manner, and monitors progress to goal to hit established targets.
- Solicits personally, or assists committee members with soliciting sponsorships, gift-in-kind (GIK), prizes, & auction items.
- Applies a 'moves management' model to sponsorship fundraising; prioritizes, solicits or trains/enables committee members to solicit event sponsors and maximize sponsorship revenue for events.
- Develops customized event information pages and solicitation materials for any prospects identified by event committee members, Arthritis Society Canada teammates or data mining.
- Responsible for ensuring all content aligns with Arthritis Society Canada brand identity and messaging, working closely with marketing & communications.
- Identifies, cultivates and solicits suitable prospects for multi-event or single event donation opportunities and develop proposals to ensure optimum recognition potential for such sponsor prospects.
- Regularly tracks and ensures all lists are updated for sponsors, GIK, ticket purchasers and suppliers, ensuring lists are error-free and up to date at all times, and tracked in Raiser's Edge and or event tracking reports.
- Develops and maintains lasting relationships with current and potential donors.
- Creates and implements annual recognition deliverables for each signature special event, ensuring all donor recognition promises to sponsors are honoured in a timely manner as per sponsorship agreements.
- Guides event committees to identify and reserve needed personnel for the event, e.g., MC, auctioneer, entertainment, photographer, audio-visual, production, dignitaries, event volunteers, etc.
- Works closely, collaboratively and consistently with marketing & communications (MarCom) to ensure full strategic and operational alignment of brand and messaging in all creative materials (digital and print) for each event, with final approval from the MarCom department.
- Ensures all donations, GIK donations, ticket pledges and donor auction gifts are entered into RE with correct codes in a timely manner.
- Prepares and provides a detailed strategic seating plans and room layout plans to maximize donor stewardship and provides plans to the Vice President in a timely manner, for final approval.
- Prepares speaker scripts for events a minimum of two (2) weeks prior to event, for review, editing and approval from the MarCom department.
- Ensures all event invitations/tickets sent to guests in timely manner (e.g., minimum six (6) weeks prior to event).
- Acts as the staff lead on the day of each event, overseeing events team, suppliers, consultants, merchandising auction and prize tables, presenting signage, production, etc.
- Directs, manages and/or prepares the preparation of detailed event logistics plan, call of show, production plan and event itinerary for each event.
- Reconciles all revenues and expenses to monthly financial statements and completes a thorough final reconciliation within two weeks of each event.
- Solicits donors to partake in the Move Your Way program for Quebec, encouraging stakeholders to participate.

- Plays a key role in the annual “Bal en feu”:
 - Identifies and solicits sponsors, as opportunities arise through major gift relationship-building.
 - Assists with the planning and execution of the event.
 - Attends and supports the Bal en feu for the purposes of stewarding major gift prospects at the event and will identify prospective major gift donors from Bal en feu attendees and sponsors.
 - Builds an engagement strategy for the night of the Bal en feu, and follow-up donor meetings for key stakeholder and self – e.g., President & Chief Executive Officer, CDO, ED and/or Bal en feu Committee Members or Bal en feu).

Sponsorships (40%)

Revenue Development

- Under the leadership of the Vice President, Eastern Canada, creates the annual development plan for corporate giving and quarterly budget projections.
- The Manager, Events & Sponsorships will be personally responsible for meeting or exceeding annual revenue objectives for certain identified corporate sectors while supporting the fundraising events team and committees with sponsorship asks.
- Manages the annual assigned pipeline of corporate and sponsorship donors and prospects. Types of funding secured may include sponsorship, philanthropy, cause marketing, social finance, or other innovative forms of corporate revenue.
- Actively seeks opportunities to build partnerships that maximize revenue while also securing additional supports from partners that provide value to partners while advancing Arthritis Society Canada objectives. These additional forms of support may include, but not be limited to, in-kind, volunteer, and promotional support.
- Achieves or exceeds monthly, quarterly, and annual activity goals for prospecting, acquisition, stewardship, renewal, and growth of corporate partnerships.
- Provides leadership, mentorship, and active support to the **Event Committee** towards achieving sponsorship targets, working annually with the Vice President, Eastern Canada to develop and execute a plan outlining the scope of the support provided.
- Collaborates with the RevDev writing team to gain advice and approval on all event sponsorship proposals, templates and presentations for prospects.
- Collaborates effectively with other revenue development team members across Canada who have accountability for event sponsorship in their role with the overall goal of achieving annual event fundraising goals.
- Builds high-value, high-satisfaction sponsor relationships through effective stewardship and overall oversight of projects funded by new and existing partners.



Qualifications, Experience & Skills:

- Five (5) years of progressive events experience, gained from a similar fundraising environment.
- Post-secondary education in events, fundraising, business, or a related field.
- Demonstrated ability to deliver outstanding service and an exceptional events experience to donors and friends of an organization.
- Driven, energetic, self-motivated, results-oriented events professional, with passion for innovative and spectacular events experiences.
- Demonstrated ability to manage multiple logistical priorities.
- Ability to use discretion, judgment and tact when trouble shooting and in handling highly sensitive, confidential information.
- Strong interpersonal skills, with the ability to work in a collaborative style with local and nationwide colleagues and stakeholders, both in-person and remotely.
- Exceptional written, oral and presentation skills. Bilingual (English and French) language skills an asset.

- Strong level of comfort and experience with donor databases (Raiser's Edge experience preferred) and Microsoft Office.
- AFP membership in good standing an asset.



Working Conditions

- This position is **Designated**. This means you will work at least 2 days a week from our **Montreal** office and the rest of the days remotely/from home. The exact days you are required to work from our office will be determined by your supervisor. There will be times throughout the year when you are required to travel to Toronto for in-person meetings, events, retreats and other opportunities to connect and collaborate.
- Must have access to a vehicle, valid driver's license, insurance and able to travel within Quebec.
- Role located in Montreal.
- Requirement to be flexible and work additional hours to support business needs, where necessary.



Some Highlights of What we Offer:

- **Performance Rewards:** Pay for performance incentive program.
- **Health & Wellness:** Extended healthcare benefits (including dental, vision, prescription drugs & disability coverage), choice of healthcare spending account and/or healthy living account, virtual 24/7 healthcare access & discounted fitness membership.
- **Time-Away Programs:** Vacation (at least 3 weeks), personal days, holiday closure & summer hours.
- **Ways of Working:** Working with us doesn't have to mean working in an office to have an impact. Our dedication to enabling you to flourish means that you can have choice and flexibility in where you work and live, subject to the needs of your role, the people you serve and our requirements. We have a hybrid working model, with home and office-based options available. We will always list a primary location which will be where you go for in-person teamwork.
- **Retirement Planning:** DCPPI whereby you contribute 4% of earnings & we match this with 5%, and a convenient reduced-fees Group RRSP scheme.



Apply Now:

If you are interested in, and qualified for, this exciting opportunity, please submit a cover letter and resume to hr@arthritis.ca. We thank all applicants for their expression of interest, however only those selected for an interview will be contacted.

Interested in a different role or know someone that would be a great fit for our team? We are creating an organization that is an exceptional place to work and volunteer. You are encouraged to visit our official careers site at www.arthritis.ca/careers where you can view all our current job opportunities across Canada and learn more about why you should join our team to help extinguish arthritis for good!