PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>994206</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Partnership Development Officer</td>
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<tr>
<td>Department</td>
<td>Athletics and Recreation (ATRS)</td>
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<td>Reports to</td>
<td>Associate Director, Marketing, Engagement and Programs</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct_1__ Indirect_2-3____</td>
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<tr>
<td>Classification Level</td>
<td>SG 11</td>
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<tr>
<td>Last Updated</td>
<td>May/2017</td>
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2. Position Summary

One of six units with UVic Division of Student Affairs, Vikes Athletics and Recreation offers eight high performance varsity sport programs (soccer, rugby, basketball, field-hockey, cross country/track, rowing, swimming and golf), competitive intramural and sport clubs, and a broad array of health and wellness programs to the university and broader community.

As a sub-brand of the University, the Vikes programs have a high profile in the greater Victoria community, through partnerships, community programming, alumni outreach and events. Athletics and Recreation’s commitment to excellence in sport, health and wellness, and customer service make it a key contributor to student success on campus, and the department plays a critical role in student recruitment and retention. As a partial ancillary service, the department must generate revenue to support an operating budget that includes salaries, facilities and an ongoing capital renewal plan through membership sales, program offerings, fundraising (philanthropic and corporate sponsorship) and facility rentals. Core to its mandate is a commitment to build on the rich legacy of athletic excellence including numerous national championship titles and a strong contribution to Canada’s international success.

Reporting to the Associate Director, Marketing, Engagement and Programs, and adhering to national standards of ethical fundraising, and sponsorship best practices, the Partnership Development Officer (PDO) develops and leads the strategy for sponsorship and partner development within CARSA, Vikes Athletics and Recreation programs, coordinating the activities to align with the University’s institutional fundraising through the Athletics Development Officer and the central development office. The PDO position develops the strategy and manages a portfolio of business relationships for the purposes of partner engagement and revenue generation for the department. The PDO position provides expertise and resources to coaches, staff, athletes and alumni for the implementation of athletic sponsorship and partner marketing initiatives.

The PDO is accountable in realizing an annual fundraising goal via sponsorship and partner marketing, and contributes to the identification of inventory, initiatives and opportunities that will enhance local and national philanthropic constituent support,
ensuring that such initiatives blend harmoniously with those of the institution. The PDO will reconcile finances, monitor contract deliverables, build sponsor recognition and servicing plans and develop personalized marketing plans for corporate partners within their portfolio.

The Officer will provide direction and supervise the Sponsorship Coordinator position to ensure servicing and fulfilment of sponsor agreements.

The PDO is a member of a team including the Development Officer, Alumni Officer, Marketing & Campus Engagement and Sponsorship Coordinators responsible for the development, implementation, acquisition, maintenance and renewal of philanthropic and non-philanthropic revenue sources for the University of Victoria Athletics & Recreational Services. All team members contribute to the revenue strategy collaboratively and are cross-trained and capable of initiating multiple opportunities for UVic Athletics and Recreation or broader University priorities.

Due to the schedule of varsity events/activities, this position is required to work outside of regular office hours (Monday – Friday, 8:30 - 4:30) in evenings and on weekends during varsity events.

### 3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>Expectations:</th>
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<td>Develop and implement the sponsorship and partner development business plan to generate revenue that supports A&amp; R’s approved fundraising goals 60%</td>
<td>• Develops a comprehensive strategy for the development of potential partnerships and renewal of existing corporate sponsorships, accountable for an annual predetermined revenue target. This work includes prospect identification and clearance, cultivation, activation identification and inventory evaluation, proposal writing, solicitation and stewardship.</td>
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<td>• Develops a comprehensive integrated strategy for other revenue opportunities such as corporate tickets sales; advertising; season tickets sales; merchandising; etc.</td>
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<td>• Responsible for sourcing and oversight of third party sales agents for Outbound ticket advertising sales.</td>
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<td>• Integrates the sponsorship and partnership development strategy with the philanthropic fundraising goals, the alumni engagement objectives, student participation and overall promotion of Vikes Varsity teams and UVic’s Athletics and Recreation programming.</td>
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<td>• Works closely with the management and staff of the Athletics and Recreation department to implement a revenue development program consistent with the strategic direction of the department.</td>
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<td>• Develops sponsor servicing plans, providing direction and supervision to the Sponsorship Coordinator position, to ensure successful implementation of all agreements.</td>
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<td>• Represents the university in the community and cultivates all potential funding relationships, participating as a member of the Athletics &amp; Recreation Development team, in a blended decentralized/centralized environment.</td>
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Communication and promotion of the sponsorship and partner development business plan 30%

- Works closely with on-campus constituents to identify needs and opportunities for sponsorships.
- Participates in appropriate department meetings both with Athletics and Recreation staff, coaches, Alumni & Development staff, departments within Student Affairs and other campus departments where appropriate.
- Works alongside the Athletics and Recreation staff and management to maintain a high level of awareness of upcoming department events to maximize potential opportunity.
- Responsible for the education of the Coaches, Athletes and Athletic clubs on the appropriate use of and acquisition of sponsorships and accepted best practices.
- Responsible for sponsor recognition and contract fulfillment, within portfolio, in coordination with other campus departments.
- Responsible for adhering to the Development Clearance Procedures to ensure ongoing communication across campus re approaching prospects.
- Manages sponsor brands and promotional events on campus.
- Manages the UVic brand within co-branded marketing materials developed by the university and/or by sponsors through their agreements
- Works with Athletics & Recreation Marketing Manager to identify advertising opportunities for all sponsors and partners.
- Develops personalized marketing plans for all partners within their portfolio.
- Plans promotional events and hospitality with clubs, teams, and various athletic vehicles to maximize the experience for the sponsors
- Develops relationships with the business community and represents the University of Victoria in discussions related to funding opportunities.

Financial Management 10%

- Oversees the servicing budget for the centralized group of sponsorship agreements held within the portfolio.

4. Classification Factors:

Problem-Solving:
- Independent problem solving skills are required when meeting with sponsors and departments for the negotiating of contracts.
- Requires analysis of varying problems (anticipated and unanticipated) as well as judgment in the identification of solutions which are difficult to find. Solutions can be guided by precedents but also by sound professional judgment. When needed, this position will develop departmental policies and procedures to address existing gaps.
- Strategic collaboration and prioritization of competing demands and requirements across varying stakeholders is required to increase fundraising and revenue
goals. The Officer is required to identify the most effective use of resources and highest return on investment and evaluates, investigates, adapts and creates new methods and procedures in order to meet A&R fundraising needs and partner marketing objectives. Methods and procedures may be unique to a specific client or implemented across portfolios.

**Responsibility for Financial & Material resources:**
- *What is the* Responsible for the appropriate use of University Fundraising data records and for raising sponsorship financial sales target with multiple partnerships to meet the goals of the A&R Revenue Plan, goals are in the range of $250,000. May develop and/or monitor small event budgets or related event purchases.
- Operates a professional system of financial accountability that is integrated with the FAST tracking system for year-end reporting purposes and oversight of the Sponsorship Coordinators marketing and sponsorship funds ($125K)

**Responsibility for Human Resources:**
**Given:**
Provides ongoing (formal) direction and coordination to the Sponsorship Coordinator position in the delivery of events, initiatives and programs, including coaching, training and development and performance management – escalated performance issues are managed in collaboration with the Director. In addition, the Officer provides informal direction to other Development, Alumni and Athletics staff (in the integration of activities), work-study student(s) throughout the year as well as temporary event staff or volunteers, as required.

**Received:**
- Works under the overall direction from Director, Athletics & Recreation, and coordinates partnership engagement and recognition with the central development management of University Fundraising activities to align with the institutional strategic priorities. This position is both self-directed, and works collaboratively; the incumbent exercises initiative in all work activities, with predetermined objectives set out in the department service plan.
- The guidelines are broadly drawn and the incumbent is expected to work within that context.
- Many of the functions are distinctly goal and deadline oriented, requiring the incumbent to manage the workload within that constraint.

**Impact of Decisions and Actions:**
- Accountable for making sound decisions affecting relationships with partners and major gift prospects impacting Alumni & Development, Athletics and Recreation and/or the university as a whole. Required to manage assigned portfolio in order to generate revenue in accordance with plans. This includes strategically integrating sponsor partners with other revenue generating initiatives, projects and plans with University-wide fundraising priorities and reflective of collaborative involvement in establishing goals and outcomes to be achieved within assigned portfolios and throughout Athletics and Recreation Services.
- The Partnership Development Officer represents Student Affairs via Vikes Varsity Athletics and Recreation to the regional community and beyond. Vikes Varsity Athletics, CARSA and Student Affairs community outreach events have a high profile in the community, with seasonal periods of intense public event activity, as well as ongoing community booking of venue space.
- This position is accountable for the solicitation and presentation of Vikes sponsor/partner proposals and acquisition of financial support for the CARSA building and Athletics and Recreations funding of programs and events.
- Decisions and actions by the Partnership Development Officer impacts the University’s Athletic Program relationship with external corporate partners and
sponsors, affecting the renewal and future involvement of corporate partners and ongoing working relationships with internal collaborators.

**Independence:**
- Works within national standards of ethical fundraising (Association of Fundraising Professionals [AFP] and Canadian Association of Gift Planners [CAGP], Canada Revenue Agency, sponsorship best practices, University policies and related guidelines, the larger strategic plan of the university and with the Director to establish and deliver an effective partnership development and revenue generating plan.
- Independent decision making is required to develop strategic plans and programs that generate revenue and meet stated revenue targets as determined at the beginning of the fiscal year.
- Works independently in fulfilling the duties and responsibilities of the position.
- Exercises sound professional judgement in the negotiation of partner sponsorships on behalf of the Athletics department at the University of Victoria.
- Independent decision-making is expected from the Officer in order to develop and implement revenue generating projects in a timely manner.
- Required to use sound judgement in discussions and negotiations with prospects to ensure the reputation of the university is not compromised. Acts autonomously in liaising with clients and members of the University community. Advice and support is available, but independent decision making is required in order to develop and implement projects and priorities in a timely manner.

**5. Summary of qualifications:**

The successful candidate should have a Bachelor’s degree, preferably in the area of Marketing, Communications or Business. This position requires at least 3 years of experience including:

- Proven client relationship sales management experience, strong communication and networking skills along with advertising, proposal development and promotional experience.
- Working in a Business, Marketing or Sports Event environment, preferably with experience and duties specific to staff supervision and managing a team of direct and indirect reports.
- Advanced familiarity working with sponsorship and strategic partnership supply programs along with the administration of large contracts and revenues within a post-secondary environment or have an equivalent combination of education, training and experience.
- Contract development, budget preparation, sponsor servicing planning.
- Interacting with the corporate community at a senior level.

An equivalent combination of training, education and/or experience may be considered.

In addition, this position requires:

- Strong organizational skills are required for working as a team member and independently, responding to changing priorities to meet deadlines.
- Recreational and/or sports management experience would be an asset.
- The ability to work independently and develop goals and plans to achieve revenue targets.
• The ability to work in a team environment to achieve and support the university’s mission.
• In addition, it requires the following abilities:
  o Work and communicate effectively orally and in writing, with tact and diplomacy, with a variety of internal and external contacts;
  o Effectively administer, organize, plan and manage time;
  o Use sound judgment in the wording and the inclusion of pertinent and sensitive information;
  o Maintain confidential information;
  o Adhere to national standards of ethical fundraising, sponsorship best practices, University policies and related guidelines.