



## **EMPLOYMENT OPPORTUNITY** **LAC LA BICHE COUNTY**

### **Community Partnership Coordinator** **Full Time Permanent Position**

This position is responsible for revenue-generation, maximizing business opportunities, creating and maintaining positive business relationships, and for the ongoing development and growth of sales for the Bold Center and other recreation facilities through partnerships and promotion. The position oversees marketing, fund development and sponsorship for recreation initiatives and services.

This position requires general knowledge of municipal functions and relationships. Proven project management research skills are required as well as an emphasis on independent work habits and self-motivation.

### **Responsibilities:**

#### **Acquisition and Management of agreements:**

- researching, developing and administering business opportunities (identify, solicit and negotiate new advertising, sponsorship and service/lease agreements)
- develop and present sponsorship proposals to prospective sponsors;
- develop and advertise Requests for Proposals and tenders as necessary;
- develop and distribute promotional material and communications to incite new business and to promote opportunities;
- interpret, revise and oversee joint-use agreement and reporting with School Divisions;
- work with County solicitors to review terms and agreements;
- ensure all County and client obligations and terms have been/are being fulfilled;
- monitor trends in the community and region, develop or adapt sponsorship/business strategies as necessary;
- develop and track inventory of all sponsorship/advertising opportunities available;
- work with outside companies to develop signs, banners, etc. as per agreements.
- coordinates promotional events, statistics, progress reports and other materials; consult with manager/senior management where clarification or exception to policy may be required;
- maintain accurate files and records of all agreements, negotiations, proposals, and relevant support documentation.

#### **Community Relations & Partnerships**

- actively seeks and identifies opportunities to grow new revenue partnerships for department (and county)
- be the main point of contact for partners, sponsors, advertisers, and in general for those seeking business or partnering opportunities meet with and make regular contact with partners, clients or their agents and build positive and productive relationships with them;
- liaise with other municipalities for comparisons and to determine best practices;
- represent the department (county) at applicable conferences, meetings, events or other groups as appropriate;

- act as liaison between staff and sponsors, convention and/or trade show vendors;
- gain a good understanding of the clients' needs and interests to be able to present new and creative opportunities to promote their business; and
- work closely with partners, sponsors, industry and other departments to coordinate and execute events and collaborative initiatives within the community.

### **Financial Management**

- develop and monitor annual business and marketing plans and budgets for completion and targeted outcomes;
- research and revise fee structures and packages as required;
- track, prepare and manage invoicing and billings for agreements, advertising, sponsorships and promotions;
- oversee activities of the sale of advertising space and ensure budget targets are met or exceeded;
- ensure payments are received in a timely manner, liaising with clients and finance department as required; and
- determine and create new business and event opportunities within the department;

### **Marketing & Promotions**

- Promote recreation services, programs and event opportunities while representing Lac La Biche County and the Bold Center;
- Work collaboratively with departments, design companies and printers to oversee the development and execution of annual marketing strategies, communication campaigns and media platforms (activity guide, annual reports, pamphlets and professional portfolios); maintain Bold Center website, social and, digital media and/or other publications;
- Assist with updates of facility bulletin boards, flyers and printed publications as required.

### **Qualifications:**

- Degree or diploma in Business Administration, Marketing or related field
- Combination of education and related work experience may be considered
- Certified Fund Raising Executive (CFRE) credential would be an asset
- Valid Class 5 driver's license
- Minimum 2 years related experience
- Project management experience
- Understanding of relevant legislation, policies and procedures
- Understanding of the roles and responsibilities of municipal government
- Understanding of legal terms and agreements
- Knowledge of corporate sponsorship development and advertising methods
- Knowledge of public relations or corporate communication principles and techniques
- Knowledge and experience in sales
- Knowledge of recreation/finance software and web-based applications
- Strong interpersonal communication and networking skills
- Strong customer service, public speaking and presentation skills
- Effective written communications skills
- Project management skills, including the ability to manage and prioritize multiple projects
- Research and analytical skills

- Proficient computer skills (word processing, spreadsheets, email, internet, recreation software)
- Skilled in negotiation and interpretation of contracts
- Strong judgement, diplomacy, and effective decision-making
- Strong ability to mediate differences of opinion and manage conflict
- Ability to identify opportunities for improvement and manage change
- Strong time management, planning and organization skills with attention to detail, and an emphasis on relationship management and collaboration; and
- Proven ability to work effectively both independently and in a team based environment
- Must submit a Driver's Abstract, Criminal Record Check, and Child Welfare Check that meets the satisfaction of the County

**Salary range is \$64,082.93 to \$82,925.39 annually**

- Lac La Biche County offers a comprehensive and competitive benefits package, including:
  - 100% Employer paid Health and Dental Benefits
  - Employee and Family Assistance Plan
  - Local Authorities Pension Plan
- Competition Number: 19-CPC-18
- Closing Date: This competition will remain open until a suitable candidate is found.

Interested candidates are invited to forward their resume in strict confidence to:

Attention: Human Resources

Lac La Biche County

Box 1679 Lac La Biche, AB T0A 2C0

Fax: 1-888-421-2533

Email: [hr@laclabichedcounty.com](mailto:hr@laclabichedcounty.com)

We thank all interested applicants; however, only applicants selected for an interview will be contacted.