



## JOB DESCRIPTION

**POSITION TITLE:** Bid Sponsorships Officer  
**BUSINESS UNIT:** Halifax 2014 Commonwealth Games  
**DIVISION:** Communications  
**REPORTS:** Communications Director

### SUMMARY

This position is responsible for the sponsorship presence at the Games which includes development of promotional and advertising opportunities. The role is also to support the Bid Sponsorships agent for the sales of sponsorships and be in charge of fulfillment when a sponsor has signed in. This position will also liaise with sponsors and licensees to advise and support their communication strategies and advertising.

### DUTIES AND RESPONSIBILITIES

- Impact/Complexity of Decisions- Independently evaluates and selects techniques, procedures and criteria
- Uses professional judgment to manage and impact the outcome of projects.
- Responsible for the coordination and support of Sponsor Service activities
- Assist the Director with all facets of development, planning and delivery of items required for submission.
- Sell the Friends of the Games program to other companies when the major sponsorship objectives have been met
- Research as required.
- Ensure accurate and timely internal and external communications are delivered.
- Develop and manage a system that would align with Halifax 2014 Project Management system in order to meet all key timelines and deliverables.
- Work closely with legal to ensure all sponsorship agreements and or commitments are delivered in a timely and professional manner.
- Establish a Marketing Strategic Plan as required.
- Establish sponsorship categories (e.g.: food and beverage, telecommunications) and the revenue targets per each category.
- Generate revenue through awarding packages of rights to sponsors for each sponsorship class.
- Develop, in conjunction with the appropriate functions, hospitality services for sponsors and partners including accommodation, accreditation, ticketing, transportation, hospitality areas, etc.
- Manage the sponsorship presence at the Games, including the development of promotional and advertising opportunities.

- Liaise with sponsors and licensees to advise and support their communicative strategies and activities and coordinate sponsors/licensees calendar of events/activities.
- Other duties may be assigned as required

## **SUMMARY OF QUALIFICATIONS**

### **Qualifications**

#### **Education**

- A degree or diploma from a recognized institution in a related field.

#### **Experience**

- Knowledge of principles and theories of professional / technical specialty
- Basic knowledge of industry, and / or business practices.
- 5+ years experience in a similar role
- Previous experience working in a fast-paced, multi-level, Project based environment with emphasis on timelines and delivery

#### **Skills**

- Work is carried out independently in adherence with general work requirements;
- Minimal planning may be required for the execution of projects;
- Excellent oral, written and communication skills;
- Strong negotiation and presentation skills;
- Proven ability to make critical decisions independently without supervision;
- Ability to work closely and cooperatively with internal and external associates;
- Excellent organization, time-management, administrative and computer skills essential;
- Attention to detail and a strong customer service focus are essential;
- Fluency in French an asset

### **Competencies**

**PROBLEM SOLVING:** This competency is about identifying the issues, exploring different options and actioning the outcome with the team. It's about applying problem solving skills to management of projects and programmes. It's about taking a step by step approach to solving a variety of problems. It is also about managing the team approach to this and encouraging contributions to establish innovative and creative solutions. This extends to managing performance issues by seeking the best solutions to address poor performance as well as the team's development.

**NETWORKING & INFLUENCING:** This is about recognizing the value of giving and receiving and about understanding your own role. It's about working flexibly and proactively, seeking partnership with others. It's about being able to look at the world from someone else's point of view. It is also about being able to build relationships, develop confidence, trust, persuade, convince, listen to and support, and gain commitment from everyone to achieve common goals, convince others. It is about identifying and achieving mutually beneficial and often common goals from a partner/stakeholder's perspective.

**ORGANIZATIONAL & PROJECT MANAGEMENT SKILLS:** This is about being able to prioritize and delegate appropriately. It's about forward planning and involving the team

in the organization and delivery of the service. It's about contingency planning, making decisions, and recommendations and having in place appropriate communication mechanisms for change. This also includes identifying new resources and options for service delivery, and managing projects to a start and finish process. It's about understanding and helping to evolve Halifax 2014's culture, values, principles and goals.

**INTERPERSONAL SKILLS:** This is about the ability to interact effectively with others, to facilitate communications with individuals and groups and influence relationships and cultures. This is about being motivated to achieve, being self-aware, and conscious of how others perceive you. It is about being able to read a situation and adopt appropriate style and behaviour to deal with it. It is also about being assertive and challenging, having an open, flexible approach that generates confidence in your abilities. It is about often having to "think on your feet" and be honest and open about what can and cannot be achieved.

**COMMUNICATION:** This competency is about receiving, understanding, and delivering information to individuals, teams, groups, and partners/stakeholders. It is about listening, interpreting, and having a flexible style, delivering clear and concise messages with confidence. It is also about supporting employee's concerns and making judgements and decisions. It is about maximizing information technology to aid effective communicating.

**PARTNER RELATIONS -FOCUSSED SERVICE DELIVERY:** This competency is about continuously developing and improving services to partners/stakeholders and the publics with an interest in the Commonwealth Games, by listening and responding to their needs, pursuing innovation and quality in message delivery. It is about understanding our partners/stakeholder base, what we do with and for them, and how our strategies affect them. This competency also includes understanding the political sensitivity of the bid process and understanding the decision making process so that developments are focussed on our strategic outcomes and considered within the broad political framework.

**VALUING DIVERSITY:** Valuing Diversity is the ability to understand and respect the practices, customs and values of other individuals and cultures both here in Canada and throughout the Commonwealth family of nations. Sees diversity as beneficial to the organization, its goals and the communities affected by the bid. It implies the ability to work effectively with a wide cross-section of the community representing diverse backgrounds, cultures and socio-economic circumstances, and divergent goals.