



City of Oshawa, located just a short, 30-minute drive from Toronto, is a progressive city of 157,000 people and is the economic engine of the eastern Greater Toronto Area. Our strategic pursuit of sustainable growth, excellent community service delivery and co-operative partnerships have enhanced our quality of life advantage, while maintaining a strong commitment to fiscal restraint.

## Coordinator, Sponsorship, Advertising and Sales

Reporting to the Director of Recreation and Culture Services and as a key member of the Recreation and Culture Services team, the Coordinator, Sponsorship and Advertising Sales is responsible for the external marketing and sales of advertising and sponsorship inventory of the City of Oshawa's properties and property features. The City of Oshawa strives to provide an environment that cultivates and supports the following core values: Authenticity, Courage, and Trust (ACT).

### **Responsibilities include:**

- Generating advertising, sponsorship and fundraising revenue for the portfolio of Oshawa corporate assets including recreation facilities and programs, special events and festivals, arts and culture initiatives, city vehicles, parks, playgrounds and trails, and other corporate assets and services;
- Developing, monitoring, controlling and implementing approved sponsorship and advertising budgets in accordance with Corporate and Departmental objectives to achieve an efficient return and attain budget targets;
- Developing and implementing annual business and sales plans aligned with the Sponsorship, Advertising and Donations Policy and consistent with Corporate objectives and the Oshawa Strategic Plan;
- Developing and maintaining positive networks and working relationships with corporate, business, media and community groups;
- Developing client proposals, collateral sales and marketing materials appropriate to particular facilities, programs, assets and initiatives;
- Managing all aspects of client relations to ensure customer satisfaction and maximum account value including preparation and presentation of sponsorship audits;
- Oversee fulfillment of contractual obligations; ensures proper communication, monitoring and reporting; coordinating of the preparation and administration of all agreements, invoices, collections and account financials;
- Coordinating and implementing sponsor signage, recognition and other deliverables particular to sponsor agreements and City Venues and expediting production of sponsor deliverables with appropriate vendors;
- Consulting with and advising senior staff and other city branches and departments on matters of sponsorship and alternative revenue generation;
- Maintains positive relationships with other branches and departments; and
- Supporting and promoting sport tourism initiatives; and the use of recreation facilities for corporate training and team building rentals marketed to the private sector.

## Job Requirements

Knowledge and skills normally associated with completion of a Degree or Diploma in related discipline (Business Administration, Commerce, Advertising and Marketing, Public Administration; and five (5) years of sales, marketing and advertising or promotions experience within the private or public sector; or equivalent combination of education and progressively responsible work experience.

Excellent interpersonal skills to deal effectively with general public, elected officials, staff, clients, community and professional groups.

Excellent oral and written communication skills.

Established skills and experience using PC equipment and related software applications (e.g., MS Office Suite).

Strong knowledge of budget planning, monitoring and control.

Strong knowledge in Public Relations.

Strong knowledge of marketing, sales and advertising principles.

Strong knowledge of sales strategies and principles.

Strong knowledge of legal agreements and contracts.

Strong knowledge of business's and business advertising and sponsorship goals within the City, Region and GTA.

Knowledge of artwork design, branding options and installation of artwork type products.

Possession and maintenance of a valid, unrestricted Ontario Driver's Licence, minimum Class "G" and a vehicle for use on corporate business.

Interested candidates are invited to provide a resume with covering letter electronically **no later than Sunday, May 31, 2015**, at [www.oshawa.ca](http://www.oshawa.ca) under Inside City Hall, Employment link. Please note hard copies of resumes will not be accepted.

We thank all applicants, but only those to be interviewed will be contacted.

We are an Equal Opportunity Employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code. The City of Oshawa will provide accommodations throughout the recruitment, selection and/or assessment process to applicants with disabilities. Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act.