

Position Posting

Manager, Municipal Partnerships

The City of Lloydminster is looking for an experienced leader with business acumen to join our Strategy Team as Manager, Municipal Partnerships. Your expertise in creating, planning and executing on strategic partnership initiatives is key to being the successful candidate. In addition, the candidate will be proficient in marketing and executing high-level integrated partnership campaigns. You are skilled at building partnerships, ensuring active engagement with new and existing sponsors and partners in the region.

Reporting to the Department of Strategy, the Manager, Municipal Partnerships is responsible for securing new sponsorship opportunities within our facilities, events and additional opportunities, as they arise.

Integrity, passion, and in person presentation skills are essential for this role. With these skills you will:

- Build and foster a network of referrals to create new opportunities for revenue growth
- Maintain a high level of service to existing customers; manage the customer relationship from contract execution through delivery to after sales service, ensuring that their needs have been met
- Work closely with facility managers to determine expiring sponsorships and new opportunities
- Foster existing relationships while building new opportunities within the community
- Create and develop, in consultation with the GM and Director, a sponsorship strategy, identifying risks and profit potential, ensuring smooth communication of customer needs and expectations between the business and the client
- Ensure liaison with internal stakeholders, as appropriate, in relation to proposals, projects, financial or other issues
- Develop and implement a marketing strategy in consultation with the GM of Marketing and Communications
- Assist in the negotiation, preparation and administration of client contracts
- Actively seeks to develop long-term, repeat business relationships with existing and new clients, in alignment to the long-term strategy of the business
- Direct the development and implementation of consistent processes, standards and measurements for sponsorship programs
- Create and present high-level sponsorship presentations and packages to existing and new businesses
- Develop and propose brand activation ideas to align the customer business with the sponsorship opportunities
- Ensure sponsorship proposals are in line with client needs over the length of the agreement
- Work closely with Communications and Marketing to develop brand activation events, reporting tools and metrics to provide feedback to sponsors

Qualifications:

- University/College degree in Business, Marketing, Communications or an equivalent. A combination of education and experience will be considered
- Minimum 5 years of business development or sales & marketing experience is required

- Exceptional business writing, communication, and presentation skills; uses a clear, concise and positive style; builds trust through presenting ideas clearly and effectively listening to others
- Possess exceptional written, verbal communication and presentation skills
- Possesses solid business acumen with industry and community knowledge
- A combination of strategic business sense, with proven ability to influence
- Demonstrated relationship building skills, with focus on achieving both department and corporate goals and objectives
- Experience in financial management, such as budget planning and forecasting is an asset
- Shows a team player attitude, creates a working environment conducive to team achievement, productivity and professionalism with partners and colleagues
- Proficient in Microsoft Word, Excel, and Outlook
- Ability to self-motivate and meet deadlines, while managing changing priorities

The City of Lloydminster offers consistent working hours that afford a positive quality of life, a competitive salary/benefit package and relocation allowance.

Closing Date: Competition will remain open until successfully filled.

If you are looking for an exciting career that gives you the opportunity to show your passion and help shape our community, we want to hear from you. We invited you to tell us more about yourself by forwarding your resume in strict confidence to the undersigned.

Lloydminster is a dynamic, bi-provincial city located in Alberta & Saskatchewan that boasts vast opportunities, with a commitment to community-based living. We are a thriving economy, with an expanding retail and business sector, and a host of tourism activities. Lloydminster is proud to have been consistently ranked as a top Canadian city to start a business. This entrepreneurial spirit has created a vibrant community for all to benefit. Visitors are welcomed, businesses excel and residents are valued, making Lloydminster a World Class City with unlimited opportunity!

Cheryl McKechnie
Recruitment & Training Coordinator
City of Lloydminster
4420 - 50 Avenue
Lloydminster, AB/SK T9V 0W2
T: 780-875-6184
F: 780-871-8348
Email: people@lloydminster.ca