



COMPETITION

CAREER OPPORTUNITIES:

Ingenium - Canada's Museums of Science and Innovation is currently seeking a dynamic individual to fill the position of:

MANAGER, BUSINESS DEVELOPMENT

Reference Number: 2019/2020-INGENIUM-080

Salary Range: \$69,265.92 - \$84,283.65 **Level:** 8

Employment Status: Indeterminate / Full-time

Language Requirements: Bilingual (CBC/CBC)

Security Requirement: Enhanced reliability

Position Number: 9839

Branch: Business Development

Who can apply? Ingenium - Canada's Museums of Science and Innovation employees and external candidates

Summary of Duties:

Reporting to the Vice-President, Business Development, the incumbent develops, implements, coordinates sponsorship sales activities for Ingenium. Specifically, the Manager, Business Development is responsible for generating substantial revenues and support from the private and public sector through the sale of sponsorships and the formation of strategic partnerships which will support the Corporation's objectives and contribute to the fulfillment of its mandate. The incumbent is accountable for conducting, compiling and analyzing research for the purpose of evaluating perceptions and expectations of target markets and targeted corporations as they relate to planned Corporate initiatives. The incumbent is also responsible for conducting, compiling and analyzing information which the incumbent generates through interviews and consultations with various internal staff, including members of Senior Management, for the purpose of assisting in evaluating the revenue potential associated with the various Ingenium properties, including events, programs and exhibitions and for the purpose of assisting with pre-sale preparation.

The incumbent is responsible for determining which properties offer the Corporation the greatest opportunity for a return on investment from a sponsorship sales perspective. The incumbent is responsible for developing, refining and implementing sponsorship sales and negotiation strategies and tactics. The incumbent is also responsible for presenting to the Vice-President, Business Development and other members of Senior Management, offers and counter offers proposed by potential sponsors. The incumbent is responsible for the creation and maintenance of a database on prospective sponsors

and for liaising with other areas of the Corporation which may have a vested interest or a current relationship with a specific targeted sponsor(s). The incumbent is responsible for working closely with the Business Development Division's other Sponsorship sales and servicing staff for the purpose of identifying which of the specific rights and benefits granted to each sponsor is being effectively leveraged by each sponsor.

The standard weekly hours are: SWW 37.50 Hrs (5 days consecutive Mon. - Fri.)

Education and Experience:

As an ideal candidate, you have successfully completed a post-secondary education with a degree in marketing, business management, or some other specialty relevant to the position.

You also have experience in the following areas:

- a minimum of five (5) years experience specifically in the area of sponsorship sales associated with a national or high profile organization with a track record of securing national and international private sector sponsors;
- a minimum of five (5) years experience in sponsorship research and the preparation of sponsorship and partnership proposals;
- experience in leading short-term projects or work groups, chairing or facilitating meetings or committees.
- a minimum of two (2) years working with IBM-PC software programs including Windows applications, database management, Word, Excel, Lotus Notes, Power Point and Internet.

RATED REQUIREMENTS

Knowledge:

- specialized knowledge, training, aptitude and experience which include: a grasp of underlying theory and principles; the ability to interpret and adapt written principles; the capacity to resolve problems, coupled with the experience to address problems, whether anticipated or not; for example:
 - theories, principles and techniques of marketing, promotion, communications and sales;
 - principles & practices of survey and data analysis;
 - principles & techniques of "sponsorship" & "partnership" program development;
 - principles, techniques & practices of contracting and formulating formal legally binding licensing agreements;
 - principles & methods of sales analysis;
 - principles & techniques of feasibility, cost/benefit & risk analysis;
 - knowledge of sponsorship techniques & practices;
 - techniques of problem analysis and problem solving;
 - Interpreting proposals, documents, discussion papers, etc.

Abilities:

- edit and / or write formal sponsorship packages;
- write text to communicate complicated or conceptual ideas, where clarity and precision of language is critical;
- research Museum products and potential sponsors' business objectives;
- adapt messages to different types of audiences, and/or to present complex and persuasive arguments;
- communicate with diplomacy when dealing with questions of a difficult, delicate and confidential nature;
- lead short-term projects or work groups, chair or facilitate meetings or committees, organize the work involved and provide technical guidance for complex work within general directives;
- produce creative work, e.g. raise funds by determining new/novel ways, approaches or techniques to obtain revenues from corporate sponsors and partners;
- use knowledge of pricing and selling tangibles and intangibles (rights of association with Museums) to prospective clients.

Personal suitability:

Effective interpersonal relationships.

Ability to communicate with diplomacy when dealing with questions of a difficult, delicate, and confidential nature.

Ability to work in teams.

Ingenium is committed to the principles of employment equity.

Ingenium – Canada’s Museums of Science and Innovation is committed to developing inclusive, barrier-free selection processes and work environments. If contacted regarding this competition, please advise the Human Resources representative should you require accommodation to attend an interview or participate in the selection process.

Résumés received for this position will not be accepted after the indicated closing time (midnight) and date.

Please note that only candidates who are selected for the next stage of this selection process will be contacted. As a result of this competition, we may establish an eligibility list that may serve to staff similar positions.

If you are interested in this opportunity, please forward your cover letter and curriculum vitae indicating the reference number **2019/2020-INGENIUM-080** in your email's Subject line, no later than the closing date to: **competition@ingeniumcanada.org**

Posting Date: September 10, 2019

Closing Date: September 24, 2019

Christine Laframboise
HR Manager, Staffing and Classification
Human Resources Branch
Ingenium - Canada's Museums of Science and Innovation
P.O. Box 9724, Station T
Ottawa, Ontario
K1G 5A3
Telephone: 613-991-5130



9839 - Manager, Business Development / Gestionnaire, Développement des affaires