

The **Royal BC Museum** sits on the Traditional Territory of the Lekwungen (Songhees) and Xwsepsum (Esquimalt) Peoples. The museum and archives explore the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The Royal BC Museum celebrates culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. The museum is a hub of community connections in BC.

# CAREER OPPORTUNITY

**Based in Victoria OR Vancouver**

**Partnerships Manager**, Administrative Officer 24

Salary: \$58,916 starting, increasing to \$67,320 per annum  
Royal BC Museum, Victoria, British Columbia

Are you ready to think big? Do you thrive in a fast-paced, entrepreneurial environment? Are you motivated by tangible targets? We're looking for a pro-active sponsorship professional ready to step into a thriving sponsorship program; stewarding existing partners and actively seeking new ones. We're looking for someone who gets what a museum has to offer and who knows how to work with partners to meet business objectives.

The **Royal British Columbia Museum** is one of Canada's great cultural treasures. Our collections, research, presentations and programs enable us to tell the stories of BC in ways that enlighten, stimulate and inspire.

As a member of the Marketing and Business Development team, the partnerships manager is responsible for establishing on-going revenue streams and budget offsetting in-kind contributions through sponsorships, and business partnerships. In addition to generating revenue, the Manager will be responsible activating against a sponsorship strategy and a community relations program that align to strategic priorities. This position will support the Head of Marketing and Business Development, the Executive Committee and the CEO in the identification and cultivation of the organization. The manager will work closely with the marketing manager to deliver on agreements and ensure all obligations are communicated and delivered.

The ideal candidate for this position will bring a wealth of knowledge, strong work ethic, the motivation to explore opportunities and the personality to present the Royal BC Museum in the external community while building relationships. Along a university degree in Business, Marketing, Communications or Liberal arts (or an equivalent combination of education, and experience) you will have a minimum of five years fundraising, marketing or business development experience in the not-for-profit sector. You have demonstrated experience with sponsorship proposal development, negotiations and contract management. Your congenial nature renders you comfortable leading teams in multi-disciplinary environments to execute projects. Ideally, you have proven experience managing a sponsorship program as well as community

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relations and event management experience. You enjoy developing and maintaining long-term relationships and thrive in a fast-paced, cooperative setting while demonstrating your experience to initiate and complete projects on time and within budget. Your enthusiasm and confident nature enables you to succeed in a team environment to reach organizational goals while working cooperatively with a variety of stakeholders.

We offer an attractive compensation package, which includes a competitive salary, excellent benefits, a fabulous location and the chance to work in an organization passionate about preserving, protecting and sharing the wonders of the human, natural and archival history of BC. This position requires Criminal Records Checks and all applicants must be legally entitled to work in Canada (Canadian Citizen or have Permanent Resident Status).

This position can be based in Victoria or Vancouver.

Please visit [www.royalbcmuseum.bc.ca/employment](http://www.royalbcmuseum.bc.ca/employment) to review the job description and selection criteria.

**Please submit your application by June 26, 2018, quoting Competition RB2018:19 via email to:**  
[humanresources@royalbcmuseum.bc.ca](mailto:humanresources@royalbcmuseum.bc.ca)



**POSITION DESCRIPTION**  
Royal BC Museum

POSITION TITLE:	Partnerships Manager	POSITION NUMBER(S):	112873
DIVISION: (e.g., Division, Region, Department)	Museum Operations		
UNIT: (e.g., Branch, Area, District)	Marketing	LOCATION:	Victoria
SUPERVISOR'S TITLE:	Head of Marketing and Business Development	POSITION NUMBER	101065
SUPERVISOR'S CLASSIFICATION:	Business Leadership	PHONE NUMBER:	
FOR AGENCY USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Administrative Officer 24	CLASS CODE:	551506
ENTERED BY:	PSA Resource Committee	PHONE NUMBER:	

**Royal BC Museum**

The Royal BC Museum is one of Canada's greatest cultural treasures. Our collections, research and presentations enable us to tell the stories of BC in ways that enlighten, stimulate and inspire. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of BC, and provides for a dynamic forum for discussion and a place for reflection.

We have over seven million objects and specimens and millions of significant government documents and records; substantial photographic, audio and video collections; artworks; and an extensive library of publications. Through research and learning, we strive to broaden understanding about our province and inspire curiosity and wonder. We are passionate about sharing British Columbia's story with the millions of visitors who walk through our doors and explore our website each year.

## **PROGRAM (OPTIONAL)**

The Marketing, Sales and Business Development department undertakes marketing, communications business development and sales, membership development, and consumer research to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders and to increase attendance, awareness, understanding, support and participation in the museum and archives' programs, exhibitions, research initiatives, and archival and other merchandized services.

## **PURPOSE OF POSITION**

The Partnerships Manager is responsible for providing leadership in the areas of corporate sponsorship/partnership development. The Sponsorship Manager will be responsible for establishing on-going revenue streams and in kind relationships through sponsorship and business partnerships, in addition to generating revenue, the manager will be responsible for repositioning the Royal BC Museum in the marketplace within a sponsorship strategy and a community relations program that support the RBCM strategic priorities.

## **RESPONSIBILITIES**

This position will support the Head of Marketing & Business Development, the CEO and the Executive Committee in the identification and cultivation of relationships within these areas with the long term goal of generating financial support for the objectives of the organization.

### **Corporate Program Development**

- Support the Head and Marketing Team with the creation of business partnerships that integrate sponsorship/partnerships and supplier relationships to maximize value to the organization.
- Implement and oversee a comprehensive corporate partnership strategy.
- In consultation with the Head and coordination with program experts across the organization, develop a comprehensive sponsorship packages for multi-year agreements that creates sustainable revenue for the RBCM
- Develop a comprehensive prospect list, develop a pipeline program and undertake appropriate research to prepare sponsorship/partnership approaches.
- Undertake negotiations with corporate partners and develop customized contract documents to represent obligations of RBCM.
- Monitor and deliver successful contract servicing and fulfillment.
- Provide advice to Head and Executive on corporate prospects.
- Work closely with the Marketing Manager and Communications Manager on sponsor fulfillment activities that integrate with advertising plans and communications activities.

### **Support**

- Work closely with curatorial and program staff to develop proposals based on approved projects
- Responsible for fulfillment requirements, tracking, invoicing and reporting back on all sponsorship activities (internally and to partners).
- Lead internal sponsorship steering committee to review deliverables and expectations and cultivate new opportunities. Ensure internal audiences are educated on the importance of corporate support and understand their roles on delivering fulfillment.

### **Event Management**

- Plan and oversee an Annual Partner Workshop event which links sponsors together to facilitate engagement and the cultivation of new ideas.
- Ensure Sponsor engagement at applicable events and the management of the relationship.
- Support other corporate events and programs as needed (as part of the Marketing and Business Development team).

### **Community Relations**

- Represents the RBCM in the external community to build relationships and creates a communications strategy (together with the Head and the Communications Manager) as related to corporate partnerships.

### **Contract Management**

- Develop contracts for all sponsorships and partnerships and undertake negotiations to create multi-year agreements.
- Oversee contract fulfillment and create systems and methods for tracking and delivering on contract deliverables.

- As Appropriate, coordinate multi-disciplinary project teams to ensure partnerships are well understood and executed by staff members through the RBCM.

**Management Responsibilities**

- Collaborate with the Department team in overall planning and implementation strategies.
- Represent the Head at internal and external meetings with regard to sponsorship when needed.
- Manage a budget for expenses related to sponsorship programs
- Responsible for meeting revenue targets on an annual basis as determined with the Head at the beginning of each fiscal year (in relation to the RBCM Strategic Priorities and reviewed monthly)

Work with Department colleagues, and other departments of RBCM, as needed, to plan and implement programs and reporting.

**SPECIFIC ACCOUNTABILITIES / DELIVERABLES**

- Develop and implement a long-term corporate strategy that results in multi-year commitments from the corporate community.
- Improved internal and external communications strategy
- Financial responsibilities for assigned budget and revenue targets.

**FINANCIAL RESPONSIBILITY**

- Managing a budget of up to \$20,000
- Responsible for revenue target of \$200k during first year, increasing to \$1M per year, by year 5

**DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)**

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff		
Supervises staff through subordinate supervisors		

**PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)**

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers	x	1-2	Provides formal training to other staff <input type="checkbox"/>
Lead project teams	x	5	Assigns, monitors and examines the work of staff <input checked="" type="checkbox"/>

**WORKING CONDITIONS**

The Royal BC museum is open every day of the year, except Christmas Day and New Year's Day. As a result, work schedules vary for every department. The majority of union employees are on a "flexible schedule" where employees schedule their work based on operational requirements for a total of 70 hours each bi-weekly period and at no more than 10 hours per day. You must be willing to work evenings and/or weekends as necessary, to meet the objectives of the position.

**VALUES** – Every employee is expected to demonstrate the following values during the course of their work

Accountability, Community, Creativity, Diversity, Partnership, Service

**INCUMBENT**

NAME:	DATE:	I have read and understand this job description
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**EXCLUDED MANAGER AUTHORIZATION**

I confirm that: <ol style="list-style-type: none"><li>1. the accountabilities / deliverables were assigned to this position effective: (Date).</li><li>2. the information in this position description reflects the actual work performed.</li><li>3. a copy has / will be provided to the incumbent(s).</li></ol>		
NAME: Erika Stenson	SIGNATURE:	DATE:

## SELECTION CRITERIA

Candidates are initially assessed on the Education and Experience criteria. Those who meet these criteria will be invited to demonstrate their knowledge, skills, abilities and behavioural competencies through various assessment methods.

### Education:

- University degree in Business, Marketing, Communications or Liberal Arts
- OR an equivalent combination of education and experience

### Experience:

- Minimum three years fundraising, marketing or business development programs experience in the not-for-profit sector
- Demonstrated experience with sponsorship proposal development, negotiations, and contract management
- Experience leading teams in multi-disciplinary environments to execute projects
- Experience managing partnership programs that generates revenue is an asset
- Demonstrated experience with community relations and event management
- Experience researching and applying findings to meet the objectives of projects

### Knowledge, Skills & Abilities:

- Excellent written and oral communication skills (with presentation experience)
- Marketing and communication skills that can be applied to successful funding strategies
- Ability to distil complex information into proposals for corporate audiences
- Ability to think strategically at an organizational level and to collaborate with a wide range of internal and external stakeholders
- Ability to develop and implement plans and systems that integrate various departments in a project management format
- Proven track record of initiating and completing projects in a timely basis
- Proven experience working with staff and volunteers in an event management setting
- Well-developed teamwork and collaboration skills
- Computer literacy and skills, both entry and retrieval, with word processing and spreadsheets (Microsoft Office); browsers and internet exploration

## COMPETENCIES

- Teamwork & Cooperation – ability to work cooperatively across the organization to achieve goals
- Results Orientation – concern for surpassing a standard of excellence
- Service Orientation – focusing one's efforts on discovering and meeting the needs of others
- Engaging External Partners – identify and involve external stakeholders, including volunteer groups, in order to foster long term partnerships
- Partner with Stakeholders – desire to work co-operatively with all stakeholders to meet mutual goals