

Vice President, Business Development & Corporate Affairs

SUMMARY OF POSITION

The Vice President, Business Development & Corporate Affairs is a strategic leadership role responsible for developing and sustaining the College's corporate engagement and revenue-generating initiatives. This position oversees corporate membership and drives revenue through conference sponsorships and corporate events, including the Health Professionals Roundtable for Strategy (HPRS). A primary focus of the role is to grow corporate membership, enhance value, and increase revenue among the College's 80 corporate members. The incumbent will also be responsible for generating revenue across all CCHL's Departments, including Communications and Marketing and Professional Leadership Development. The position reports to the Chief Operating Officer.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

- Foster relationships with external stakeholders, including corporate members, to strengthen CCHL's capabilities and capacity.
- Lead the development and execution of strategies to grow and retain corporate membership.
- Serve as the primary point of contact for key corporate partners, ensuring strong relationships and the effective delivery of membership benefits.
- Analyze corporate member engagement metrics and adjust strategies to enhance value and satisfaction.
- Collaborate with the Communications department to develop and maintain effective, bilingual marketing strategies and tools to support all corporate membership initiatives.
- Establish and implement a continuous feedback process to gather input from corporate members.
- Oversee administrative support functions related to corporate membership.
- Lead the recruitment of corporate members to host exclusive and national Health Professionals' Roundtable for Strategy (HPRS) sessions, and in collaboration with corporate members, select the appropriate HPRS panels, meeting objectives, desired outcomes and facilitators.
- Collaborate with the Conference and Events team to plan and execute HPRS sessions, including selecting locations.
- Develop and maintain a comprehensive evaluation framework for the HPRS program to assess impact and effectiveness.
- Lead sponsorship sales for conferences, events, and programs by developing compelling sponsorship packages aligned with partner objectives and introducing innovative sponsorship opportunities.
- Work closely with the Conference and Events team and the Communications team to ensure the effective delivery of all sponsorship commitments.

- Regularly engage with current and prospective corporate members to present opportunities in membership, advertising, awards, events, and sponsorship.
- Collaborate with the Careers and Advertising team to promote and sell advertising opportunities to corporate members.
- Participate as a member of the Senior Leadership Team, ensuring alignment between corporate initiatives and those of other College interests.
- Play a senior leadership role in the College's Awards Program, including securing sponsors for individual and team awards and the Honouring Health Leadership Awards event. Coordinate with the Communications team to enhance visibility and increase participation.
- Play a senior leadership role on the National Awards Advisory Council.
- Support the Chair of the Corporate Advisory Council by managing membership, setting agendas, preparing materials, drafting minutes, and ensuring follow-through on Council directives.
- Develop and manage departmental budgets, revenue targets, and financial forecasts.
- Provide strategic insights to the Chief Operating Officer and the Senior Leadership Team regarding trends, opportunities, and risks in the corporate services landscape.
- Represent the College at conferences, meetings, and events to maintain visibility and strengthen relationships with partners and industry leaders.
- Plan and deliver the annual Corporate Appreciation Event and select guest speaker.

QUALIFICATIONS

Education and Experience

- Bachelor's degree in Business, Marketing, Nonprofit Management, or related field (Master's preferred).
- Experience in health leadership and working with health leaders is considered an asset.
- Minimum of 10 years of progressive experience in corporate partnerships, sponsorship sales, or business development, ideally in a nonprofit or association environment.
- Proven track record of successfully building and expanding corporate revenue streams.

Skills and Attributes

- Bilingual in both official languages is considered an asset.
- Strong budget management, negotiation, and sponsorship development skills.
- Excellent leadership, communication, and stakeholder engagement abilities.
- Demonstrated ability to lead and collaborate within a team and manage multiple priorities in a fast-paced environment.
- Proficient in Microsoft Office Suite (including SharePoint), PowerPoint, Excel, databases, association management systems, and web-based conferencing tools.
- Willingness and flexibility to travel as required.
- Effective public speaking and presentation skills.
- Strong critical thinking, analytical, problem-solving, and decision-making skills.
- Experience with contract negotiation is required.

Please submit your application online through LinkedIn at
<https://www.linkedin.com/jobs/view/4280173955/>

For further information, please contact Amy O'Brien, Director, People, Culture and Member Engagement, at aobrien@cchl-ccls.ca