



CANADA'S CENTRE  
FOR DIGITAL AND  
MEDIA LITERACY  
LE CENTRE CANADIEN  
D'ÉDUCATION AUX MÉDIAS ET  
DE LITTÉRATIE NUMÉRIQUE

## Manager of Revenue and Business Development

The Manager of Revenue and Business Development leads the creation and execution of a new, comprehensive revenue development growth strategy for MediaSmarts/HabiloMédias. We are looking for a passionate and outstanding communicator and innovator to assume leadership over an already successful sponsorship program and who will ensure future growth and sustainability. This role will also lead our grant seeking processes with foundations and government agencies. This position will play a key role in the organization's annual revenue strategy development and goals achievement, and is a key member of the leadership team.

### **Main Responsibilities**

Reporting directly to/working with the Executive Director, responsibilities include:

- Develop and execute a new business strategy for revenue development that includes short- and long-term goals focussing on sponsorships and grant seeking
- Plan and execute corporate sponsorship program, including cultivation and prospecting plan, setting achievable targets, refining valuation, engaging and building relationships with new sponsors and maintaining existing sponsorships, leading the valuation and packaging of corporate sponsorships via tailored proposals, prepare contracts and sponsorship agreements and stakeholder fulfillment reports
- Research new opportunities and steward grant applications to foundations and government, working closely with the Research and Education teams and the Project Manager
- Provide the Executive Director and Board of Directors with regular progress reports on strategy, targets and achievement, including ongoing analysis of results and identifying opportunities for improvement
- Work directly with Manager of Marketing and Communications to ensure alignment with MediaSmarts' brand standards and consistency in messaging
- Confidently communicate, compelling tailored pitches that highlights our mission and inspires others to partner with us to achieve our goals
- Ensure stakeholder relationships are well-managed and supported and safeguard the integrity of the organization
- Identify and develop new opportunities for growth

### **Skills & Strengths**

- Demonstrated experience and success in acquiring new sponsors from cold approaches
- Demonstrated experience developing and securing new grants
- Experience building and monitoring a business development pipeline
- Entrepreneurial approach/spirit
- Project management from conceptualization to production to delivery
- Exceptional communication skills, and are thoughtful in representing/protecting brand/values

- Ability to self-manage, work independently, set and achieve goals in a hybrid work environment (remote and office)
- Strategic thinker
- Excellent team member who enjoys working collaboratively with a small close-knit team
- Previous experience working and/or volunteering within the non-profit sector

### **Highly Desired**

- Bilingual (English/French) is an asset
- Knowledge of revenue development best practices and charitable sector trends
- Experience with leading/developing/managing social enterprise
- Reside in Ottawa area

### **Education**

- College level degree/diploma in business, fundraising, communications, management or related discipline or equivalent education and proven relevant experience

### **Experience**

- Minimum of 3 years of professional experience in securing new revenue, ideally in the non-profit sector
- Minimum of 3 years experience in leading/managing a program or project
- Proficiency working in a Microsoft Office environment

### **Position Type**

Permanent, full-time position.

### **Environment**

Currently (and likely will continue to be) a blend of remote work from home with opportunity to work on-site in our Ottawa office. We are a highly professional, engaged, independent team that is results driven: outcomes are reported, shared and celebrated. Flexible work hours; parent/child/family supportive.

### **Compensation**

The salary level is dependent upon skills, education and experience and includes a benefits package and generous annual leave.

### **Diversity, Equity, and Inclusion**

We strive to be an equitable and inclusive employer so that our workforce represents the diversity of backgrounds and identities across Canada. We welcome applications from candidates who identify as Black, Indigenous, People of Colour, LGBTQ2+, people with disabilities and other under-represented communities. Accommodations are available on request for candidates taking part in all aspects of the selection process - please let us know how we can support your application.

### **To Apply**

Please send your resume and cover letter via e-mail to [hr@mediasmarts.ca](mailto:hr@mediasmarts.ca)