



10240 Kingsway Avenue  
Edmonton AB T5H 3V9



[www.royalalex.org](http://www.royalalex.org)  
[www.loisholehospital.com](http://www.loisholehospital.com)

## **POSITION DESCRIPTION**

### **SENIOR STRATEGIST, CORPORATE PARTNERSHIPS Royal Alexandra Hospital Foundation**

#### **REPORTING STRUCTURE & PRIMARY ROLE:**

The Senior Strategist, Corporate Partnerships role is to generate significant annual corporate revenue through the development of cause-marketing programs and new corporate partnerships. Strong focus will be placed on establishing partnerships that produce unrestricted revenue to support the overall mission of the Alberta Women's Health Foundation and the Women's Health Collective Canada through the Royal Alexandra Hospital Foundation.

The Senior Strategist will help develop the vision and strategy for implementing a cause marketing fundraising program that positions the Alberta Women's Health Foundation as a preferred charity of choice for provincial and national brands. An experienced relationship-builder, the Senior Strategist will support the efforts of the Director of Annual Programs and Fulfillment and the CEO to build brand partnerships that will drive the revenue for women's health initiatives.

The Senior Strategist responsibilities include:

#### ***Strategy and Leadership***

- In support of the organizations vision, establish partnerships and a community relations strategy and plan to support the Foundation's revenue objectives in alignment with the hospitals needs
- Along with senior leadership develop strategies for an Alberta Women's Health Foundation cause marketing campaign

#### ***Partnerships***

- Develop corporate prospecting plan, sales materials and lead pitch presentations along with CEO to secure additional partners in a customer-facing approach
- Build new corporate partnerships with a focus on raising unrestricted revenue. Develop overall pitch approaches and template materials which can be leveraged across all new business activity.
- Lead on behalf of AWHF/RAHF in a national strategic alliance with women's hospitals in Canada, securing national cause marketing partnerships benefiting women's health across the country.
- Work collaboratively across all departments as an advisor and partner on opportunities impacted by corporate cause-related marketing activities, with a particular focus around advancing our Alberta Women's Health Foundation strategy. Examples would include working closely with our Communications Department to develop corporate partnerships that increase our brand recognition, digital and social media outreach, thought leadership profile and volunteer engagement.

## **QUALIFICATIONS AND EXPERIENCE:**

### **Education:**

- Completion of a post-secondary education in a related field

### **Experience:**

- 5 years of experience in progressively responsible positions, with significant corporate partnership and cause marketing experience.

## **SKILLS AND COMPETENCIES:**

- Ability to manage multiple and competing priorities and projects to deadline.
- Ability to cultivate and steward a wide variety of corporate partners.
- Excellent interpersonal skills, with the ability to work collaboratively and establish positive relationships with individuals and groups.
- Innovative and entrepreneurial in seeking out sponsorship and community relationship opportunities.
- Experience in sales, marketing and promotions required; experience in non-profits would be an asset.
- Experience with tools and methods for corporate prospect research.
- Adept at identifying and reaching out to the right contact within corporate structures.
- Relevant experience in the marketing, brand management, public relations and new business development desirable.
- Strong written and verbal communication skills including the ability to effectively facilitate, influence and persuade others both internal and external to the organization and the ability to develop and compose compelling solicitation packages.
- Experience with CRM databases (e.g. Raisers Edge, Sales Force, etc.)
- Ability to work effectively and gain the respect of various constituencies including senior corporate executives and decision makers.
- Extensive knowledge of cause-related fundraising, business development, sales, marketing, digital promotions and communications.
- Experience developing successful cause marketing campaigns that drive undesignated revenue and brand awareness.
- Effective communicator, speaker, listener
- Excellent judgment, comfort with risk-taking and non-routine work
- Passion and commitment to Royal Alexandra Hospital Foundation mission & values.

## **ADDITIONAL REQUIREMENTS:**

### *Security Clearance Check*

All NEW employees are required to provide a successful satisfactory Canadian criminal record check and/or Vulnerable Sector Search prior to the start of their employment. The check must be specific to the role and must be dated no more than 90 days prior to the date on the written offer.

### *Valid Driver's License*

Up to 25% travel may be required.

A valid Alberta Driver's license and access to a vehicle.

**HOURS OF WORK:**

7.75 hours per day Monday-Thursday. 31 hours per week. Currently our Foundation is working a 0.8 FTE work week due to COVID-19 pandemic challenges. This is expected to last from September–December 2020, with possible extension to March 2021. Position will become 1.0 FTE after this time.

7.75 hours per day Monday-Friday. 38.75 hours per week. Permanent 1.0 FTE

Ability to work irregular hours, evening and weekend will be required for certain events.

**COMPENSATION:**

Salary is commensurate with experience. This is a full time permanent position that includes a competitive benefits package.

**APPLYING:**

*Please include salary range expectations with your resume/cover letter.*

Closing Date: **Friday, September 18, 2020**

Forward resume with cover letter to: [careers@royalalex.org](mailto:careers@royalalex.org)

-OR-

Senior Strategist, Corporate Partnerships

Attn: Hiring Manager

Royal Alexandra Hospital Foundation

10240 Kingsway NW

Edmonton, AB T5H 3V9

The Royal Alexandra Hospital Foundation thanks all applicants for their interest in employment with us; however, only those selected for interviews will be contacted.