TELUS WORLD of SCIENCE Edmonton WWW.TWOSE.CA

• 11211 142 STREET NW EDMONTON, AB T5M 4A1

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POSTING NO.: ESSF 1746 AFFILIATION: CSU52

# The Edmonton Space & Science Foundation Development Officer – Sponsorship Permanent Full - Time

Join TELUS World of Science – Edmonton (TWOSE) as we embark on our  $40^{th}$  trip around the sun! Situated in the heart of amiskwacîwâskahikan  $\langle P^{a}b^{b}d^{b}h' \Delta b^{b}$  in Treaty Six Territory and the Métis Homeland, we are the destination to engage Albertans' hearts and minds in science, with a mission to ignite curiosity, inspire discovery, celebrate science, and change lives.

We take pride in building a culture that is diverse, equitable, and inclusive. Science is for everyone, and the Science Centre team is as diverse as our guests. We encourage Black, Indigenous, and racialized peoples, persons living with disability and neurodiversity, women, sexual and gender minorities, and members of all minority groups to apply.

Be part of an organization that values diverse perspectives, identities, abilities, and expressions. From cosmic discoveries through telescopes to 'Aha!' moments under microscopes, join the Science Centre as we celebrate the endless possibilities of science for the next 40 years!

## **POSITION SUMMARY:**

Under the guidance of the Senior Manager, Fund Development, the Development Officer will execute strategies to acquire sponsors, enhance sponsor engagement, increase retention, and drive revenue growth through the strategic expansion of the organization's sponsorship program. The officer will also manage budgets and track return on investment.

The Development Associate, Sponsorship, plays a vital role in advancing TELUS World of Science – Edmonton's mission by managing and growing the sponsorship program. This role focuses on identifying, cultivating, soliciting, and stewarding potential and existing sponsors who will financially support TWOSE's mission-driven programming and capital initiatives.

#### **DUTIES AND RESPONSIBILITIES:**

## Sponsorships:

- Design and implement sponsor acquisition, cultivation, and stewardship strategies that inspire deep and long-lasting engagement, with a focus on securing multi-year agreements
- Lead research and prospect management for sponsorship opportunities, including moves management strategies.
- Identify, qualify, and secure increased gifts from sponsors and donors.

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- In collaboration with the Senior Manager, Fund Development, research, identify, and apply for grants, including those offered by government, foundation, corporate, and other funding agencies.
- Develop tailored cultivation strategies to understand each prospect's interests, aligning them with organizational goals.
- Regularly communicate with sponsors through personalized outreach, updates, and stewardship efforts.
- Monitor and document interactions, track progress toward sponsorship goals, and adjust strategies to ensure sustained giving.
- Create and implement a sponsorship plan with the goal of growing sponsor revenue tied to evening revenue- generating events, such as Dark Matters events.
- Collaborate with Marketing & Community Relations team members to create and deploy targeted sponsor communications, including sponsor impact reports.

# Sponsorship Management

- Create new sponsorship strategies and plans, including direct contact, acquisition campaigns, and sponsor engagement strategies.
- Collaborate with the Senior Manager, Fund Development to set and achieve annual revenue goals, and create business plans and budgets, including monthly, annual, and multi-year KPIs.
- Work in Raiser's Edge and manage segmented sponsor communication that optimizes engagement and giving across multiple channels.
- Work within the allocated budget for sponsor stewardship, tracking expenses and ensuring cost-effective campaign execution.
- Regularly report on sponsorship inventory, achievements, and risks to the Senior Manager, Fund Development to inform reporting, planning, and maximize the return on investment in the Sponsorship portfolio.
- Ensure compliance with FOIP, CRA, AFP, and other applicable legislation.

## **Relationship Management and Partnerships**

- Build strong, collaborative relationships with sponsors to ensure successful partnerships and long-term retention.
- Regularly communicate with these groups to align goals, coordinate activities, and foster long-term engagement that supports mutual success.
- Collaborate across the organization' to activate sponsorship agreements, funding, and stewardship opportunities.
- Provide guidance on how to best engage Senior Leadership in the cultivation and stewardship of sponsor relationships and as required, provide Senior Leadership with the required background to successfully support the cultivation of sponsor organizations and their representatives.
- Expand and nurture a network of industry contacts, potential sponsors, and community leaders who can enhance the organization's visibility and resources.

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- Engage in networking activities to uncover new opportunities, stay informed about industry trends, and drive philanthropic growth.
- Act as an ambassador for TELUS World of Science Edmonton, promoting awareness
  of the organization's mission and values through public appearances, events, and
  interactions with the community.
- Ensure that all public engagements reflect the organization's professionalism, positively influence its reputation, and foster goodwill among supporters and the public.

### **Support Community Relations Initiatives**

- Design and record sponsor benefits and offerings that align with budget goals.
- Support the execution of sponsor recognition, cultivation, and stewardship events.
- Undertake additional tasks as neede

### **QUALIFICATIONS:**

#### Knowledge and Abilities:

- Excellent interpersonal skills open, approachable, tactful, and politically sensitive with an ability to foster strong relationships with sponsors through thoughtful, strategic communication.
- Solid knowledge of best practices in philanthropy, including sponsor acquisition, prospecting, research, audience segmentation, and retention strategies, with a proven track record of independently securing gifts and meeting target goals.
- Ability to analyze data to inform strategy and improve results.
- Competence in working within budget constraints, tracking expenses, and reporting on ROI.
- Effective team player capable of working across departments to achieve shared goals.

#### **Education and Experience:**

- Bachelor's degree in nonprofit management, communications, marketing, business, or a related field; equivalent experience will be considered.
- Minimum of five (5) years of experience in sponsorship, fundraising, or related roles in a nonprofit setting.
- Proven track record of securing sponsorships resulting in annual revenues of \$250,000+.
- Experience with constituent or donor databases, such as Raiser's Edge, and strong data analysis skills.
- Excellent verbal and written communication skills with a focus on relationship-centric messaging.
- Strong organizational skills, attention to detail, and the ability to work independently and collaboratively.

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• CFRE is an asset

**Note:** A clean Police Information Check including the vulnerable sector is a condition of employment for successful candidates. The check must be completed prior to commencement of work and is the financial responsibility of the candidate.

**Wages:** FT 185 \$ 68,250.00 – 85,195.50 per year based on the 2023 -2024 Collective Agreement. *\*under review\** 

**Hours of Work:** 75 hours bi-weekly; Monday – Friday, 8:30 am to 4:30 pm. Some evening work may be required to accommodate special events.

**Opening Date:** December 4, 2024 **Closing Date:** Open until suitable candidate found

How to Apply: hr@twose.ca

Please include cover letter and resume in one document. We thank all applicants and advise that only those selected for an interview will be contacted.