

# CANADIAN DENTAL HYGIENISTS ASSOCIATION

## POSITION DESCRIPTION

**POSITION TITLE:** Corporate Partnerships Coordinator

**REPORTS TO:** Director of Marketing & Communications

### SCOPE OF POSITION

The Corporate Partnerships Coordinator is responsible for supporting key alliances with dental industry, affinity partners, service, and retail providers. Serves as a liaison between CDHA and its partners, providing the necessary coordination to enter into, and facilitate delivery of the elements within corporate partnership contracts, agreements, and insertion orders. Working with other key staff, this position is also responsible for managing the research, implementation, promotion, and evaluation of CDHA's member benefit affinity programs. From time to time this position may be assigned administrative duties to support various projects across the organization/departments.

### KEY RESPONSIBILITIES

#### Corporate Partnership Sponsorships & Advertising Sales

- Working in close collaboration with their director, and CDHA's external sales agent, PGMPI, this position serves as the primary contact supporting the development and fulfillment of CDHA corporate funding partnership agreements:
  - Develop new and maintain existing key alliances within dental industry
  - Identify and negotiate funding opportunities/partnerships
  - Develop sponsorship proposals, partnership agreements, and investment outlines
  - Initiate and prepare for annual dental industry partnership meetings with PGMPI and key CDHA staff
  - Prepare comprehensive information packages for key industry partner meetings held annually during Ontario Dental Association Annual Spring Meeting (ODASM) and Pacific Dental Conference (PDC). Attend PDC and ODASM to support PGMPI, as required.
  - Manage arrangements for exhibit hall at CDHA's bi-annual conference; develop prospectus; oversee sponsorship and booth sales and oversee onsite logistics
  - Manage arrangements for participation/tables/booths, for CDHA's bi-annual summits, including prospectus, operationalization of sales and working with appropriate CDHA staff to ensure onsite logistics.
  - Recommends pricing strategies for CDHA's partnership opportunities
  
- Coordinate a variety of partnership initiatives keeping within structured timelines:
  - Maintain a detailed schedule of sponsored digital marketing initiatives throughout the year

- Coordinate and maintain CDHA Partners' Circle program
  - Develop content for web copy, electronic newsletter promotions, journal, and magazine advertisements, etc.
  - Coordinate web updates (web banners, landing pages) plus electronic newsletter banner and story content, etc.
  - Coordinate delivery of promotional campaigns and contests
  - Coordinate creation of and reporting for surveys and polls
  - Coordinate production of CDHA Oral Health Products eBulletin (*Trends*)
- Liaise with key CDHA staff & dental industry contacts to ensure contract deliverables and timelines are fulfilled:
    - Webinar logistics
    - Digital marketing initiatives
    - Procedural guidelines
    - Deliverables scheduling and tracking
    - Regular reporting (google analytics, activity metrics)
    - Corporate relationship management
- Collaborate with finance staff to provide information and data as required in support of invoicing, budgeting, and forecasting activities as they relate to corporate partnership and affinity program revenues

### **Affinity Programs**

- Participate in negotiation, development, implementation, and evaluation of new affinity programs.
- Liaise with affinity partners on contract deliverables, including program promotion, activity stats, and project timelines.
- Working with marketing manager, coordinate affinity program promotional campaigns via web, electronic newsletter, member magazine, and social media platforms.
- Working with marketing manager, develop content for web copy, electronic newsletter promotions, member magazine feature column, 'CDHA Benefits 101', membership PowerPoints, as well as social media posts.
- Evaluate and report on success and effectiveness of programs, making appropriate recommendations to assist with decision making on viability.
- Follow up with affinity program partners to address member complaints or reported issues pertaining to the programs and communicate back to members keeping the Membership services team informed.

## **General**

From time to time this position may be assigned administrative duties to support various projects across the organization/departments.

## **CONTACTS**

### **Internal Contacts**

- Staff at all levels

### **External Contacts**

- Peter Greenhough Media Partners Inc (PGMPI)
- Dental industry for partnership opportunities
- Service and retail industry for affinity partnership initiatives
- Vendors/suppliers

## **DECISION MAKING AUTHORITY**

- Organizes workload and sets priorities to meet deadlines on several concurrent activities
- Makes some independent decisions related to the above responsibilities
- Consults with director of marketing and communications, as well as key staff, as appropriate, on partnership opportunities

## **FORMAL EDUCATION AND TRAINING**

- Degree in business or marketing or a combination of equivalent experience and education

## **EXPERIENCE**

- Minimum three years relevant and recent experience working with stakeholders
- Corporate relationship management
- Sponsorship solicitation and fulfillment

## **KEY SKILLS**

- Strong organizational and interpersonal skills
- Ability to work independently, natural initiative, and resourcefulness
- Superior attention to detail with ability to manage multiple priorities, schedules, and deadlines
- Highly responsive (to members, partners, and peers)
- Proficiency with web-based applications (BaseCamp, SurveyMonkey, Proficiency with software applications (MS Word, PPT, Excel, Outlook)
- Strong writing and communication skills
- Occasional domestic travel required.

## **DESIRABLE QUALIFICATIONS**

- Bilingual
- Ability and desire to enhance work related skills
- Previous experience in a professional association

**Approved:** December 12, 2011

**Reviewed:** July 25, 2023

**Revised:** July 25, 2023

Revised: March 28, 2024