



Job Description:

Senior Coordinator, Corporate Partnerships

Full time / Permanent

Are you looking to make a difference in the lives of military and Veterans families? Does the prospect of working with companies and organizations that help raise money for a worthwhile cause through third party events and cause marketing campaigns excite you? True Patriot Love Foundation is seeking a Senior Coordinator, Corporate Partnerships to assist with overseeing True Patriot Love's robust third party and cause marketing portfolio.

True Patriot Love Foundation is national charity that is changing the lives of military and Veteran families across Canada. By funding programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we have helped 25,000 military and Veteran families in need over the past decade.

Being a member of the Corporate Partnerships team and reporting to the Director, Corporate Partnerships & Sales, the Senior Coordinator, Corporate Partnerships will work closely with True Patriot Love's many third party and cause marketing partners while supporting them in their fundraising initiatives. The successful candidate will also be responsible for bringing in new business and revenue sources within our third party and cause marketing portfolio as well as supporting the peer-to-peer fundraising efforts from our civilian and Veteran expedition participants. The successful candidate will play a critical role in supporting the deliverables, projects and processes required within the Corporate Partnerships team and help execute the third party/cause marketing strategy to drive revenue, meet and exceed targets, and grow our partnerships year over year. This includes ensuring accuracy of the donor database, preparing reports, researching prospects, as well as communication and administrative support within the Corporate Partnerships team. This role will also involve supporting the Corporate Partnerships team with other duties as required to support the overall mandate of True Patriot Love.

The ideal candidate has a minimum of three years experience working within third party and cause marketing within the not-for-profit/charitable industry. The ideal candidate also has experience and is comfortable communicating with donors by phone, email and through written correspondence and has experience supporting events in person.

DUTIES AND RESPONSIBILITIES

Stewardship

- Maintains third party/cause marketing relationships and executes stewardship activities;
- Follows up on third party/cause marketing requests in a timely manner to ensure customer excellence;
- Updates Salesforce database, prepares correspondence and keeps Director,

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Corporate Partnerships & Sales aware of any concerns that may impact the team or third party/cause marketing satisfaction;

- Ensures fulfillment of stewardship activities as per individual third party/cause marketing agreements;
- Supports development team initiatives as requested;
- Assists Director, Corporate Partnerships & Sales in preparation for third party/cause marketing meetings when necessary; and
- Retains, educates, and identifies third party/cause marketing partners who should be considered for sponsorship opportunities.

Prospect Research

- Supports Director, Corporate Partnerships & Sales by conducting thorough research to be used for strategic reports and proposals;
- Prepares third party/cause marketing prospect briefs as required, including mapping prospect connections; and
- Assist with managing the prospecting, solicitation and evaluation of various third party and cause marketing opportunities with key partners and organizations that have a potential to create short-term and long-term value to True Patriot Love.

Reporting

- Track and analyze campaign performance, gather key performance indicators and assist with creating campaign recaps and annual reports on the third party/cause marketing campaign;
- Support Director, Corporate Partnerships and Sales in creation of annual third party/cause marketing events budget forecast; and
- Support and oversee civilian and Veteran peer-to-peer fundraising efforts by maintaining and updating each participant's fundraising page and answering their fundraising questions as required.

Events

- Attends third party events as required, overseeing donation card collection and administrative support to ensure funds from the event go seamlessly to True Patriot Love; and
- Oversees True Patriot Love's participation in various trade and consumer shows, including supervising volunteer staff and creating opportunities for revenue generation at the event (donation cards, selling of True Patriot Love hats etc.).

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QUALIFICATIONS & REQUIRED SKILLS

- Minimum 3-5 years of experience working on the third party/cause marketing portfolio of a not-for-profit or registered charity including conducting prospecting research;
- Ability to travel as required to attend some third party events within Canada, with the possibility of US travel (typically no more than 3-5 times a year). This may require prolonged standing and lifting between 10-20 lbs.
- Possesses a high degree of customer service skills with the ability to work easily and effectively with staff and third party/cause marketing partners;
- Highly organized with exceptional attention to detail;
- Excellent oral and written communication skills and the ability to communicate clearly and effectively to a variety of audiences;
- Ability to manage multiple tasks and thrive in a changing environment;
- Experience with a CRM database required, preferably Salesforce, and the ability to learn new software quickly. Experience with prospecting databases an asset;
- University or College Degree or equivalent combination of education and experience;
- Experience maintaining a peer-to-peer fundraising page would be considered an asset; and
- Military experience or exposure to the military community considered an asset.

Additional Information

- True Patriot Love's head office is located at Bay & Bloor in downtown Toronto but will be moving to the downtown core in Spring 2019.

To apply for this role, please submit a **cover letter and resume** to hr@truepatriotlove.com by February 15th, 2019, indicating “Senior Coordinator, Corporate Partnerships” in the email subject line. Please be sure to include your salary expectations in the cover letter. **Applications will be reviewed as they are received so we encourage you to apply as soon as possible.**

True Patriot Love welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

True Patriot Love thanks all applicants for their interest in the role; however, only those selected for an interview will be contacted.

About True Patriot Love Foundation

True Patriot Love Foundation (TPL) is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve. Since 2009, TPL has provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including

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mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families. For more information, visit www.truepatriotlove.com.

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