



PROSPECTORS &
DEVELOPERS
ASSOCIATION
OF CANADA

Prospectors & Developers Association of Canada (PDAC) Manager, Sponsorships

1-year fixed term contract position (possible transition to permanent full-time upon the completion of successful probationary period/PDAC 2023 event).

About PDAC:

The Prospectors & Developers Association of Canada (PDAC) is the leading voice of the mineral exploration and development community, an industry that supports 719,000 people in direct and indirect employment, and contributes \$106 billion to Canada's GDP every year. Representing over 4,400 members around the world, PDAC's work centers on supporting a competitive, responsible, and sustainable mineral sector. The annual PDAC Convention is the world's premier international event for the minerals and mining industry. In recent years it has attracted more than 25,000 people from 120 countries in live format and close to 8,000 online.

The role:

We are looking for an outstanding team player with a sponsorship background who can manage multiple projects and deadlines. The Manager, Sponsorships Development position involves strategic approach toward PDAC's sponsorship program with focus on generating revenue and meeting sales targets while building strong relationships with partners including sponsors, members, vendors and others.

What you will do:

- Create and continuously grow a robust partnership program that builds upon existing partnerships and develops new opportunities in response to changing PDAC strategic objectives, market trends and stakeholders' priorities;
- Research, plan and manage the Sponsorship & Marketing Program and measure outcomes to support objectives and requirements;
- Present new sponsorship opportunities and assets to the Director, Convention and/or other PDAC staff for appraisal;
- Foster and maintain relationships with senior industry leaders and between the Association, its sponsors and prospective sponsors/target audiences;
- Meet with sponsorship prospects, identify opportunities, build relationships with prospective sponsors and marketing partners; seek sponsorship opportunities with local, regional and national businesses;
- Prepare, design and negotiate agreements
- Develop a pipeline of new prospects through outbound solicitations; cultivate and develop relationships with promotion and event agencies and secure corporate partners



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- Provide strategic guidance on program success, improvements and where to focus efforts for future events
- Work collaboratively with team members to execute sponsor marketing deliverables

You have:

- Bachelors' degree in marketing/public relations/business administration or related discipline; sponsorship/event-related professional development courses
- Minimum 7 years sponsorship/partnership management experience, with proven design and execution of sponsorship programs. Experience managing people is a plus
- Previous experience with and knowledge of the minerals and mining industry. Experience with non-profit organizations is an asset
- Deep understanding of strategic marketing and brand planning, partnership marketing, sponsorship program development, revenue generation assessment and sponsorship pricing strategy
- Proven track record of successfully meeting sponsorship sales targets
- Strong interpersonal, relationship-building, presentation and communication skills

You are:

- Skilled networker and negotiator
- Highly motivated and result-driven self-starter who works well independently and as part of a team, and demonstrates innovative approaches to problem solving
- Able to pivot quickly and manage multiple projects and deadlines in a fast-paced environment
- Able to direct and coach employees
- Proficient in Microsoft Word, Excel, PowerPoint, and Outlook. Experience with project management tools such as Asana is a plus.

This position will be working in a hybrid mode. The PDAC office is located at 170 University Avenue, Suite 800, Toronto, Ontario.

Applicants must submit both a **cover letter and resume** to hr@pdac.ca

We thank all applicants for showing an interest in this position. Only those selected for an interview will be contacted.

The PDAC is an equal opportunity employer, and we value diversity. The PDAC, will provide, on request, accommodations for disabilities to support your participation in all aspects of the recruitment process.