



**Canadian Public
Relations Society**

Ottawa | Gatineau Society

**Société canadienne
des relations publiques**

Société Ottawa | Gatineau

PARTNERSHIP DIRECTOR

(voting Director, chair Sponsorship Committee)

This position is ideal for the local member who seeks to volunteer without being in a highly visible role. A senior practitioner who is familiar with CPRS and its range of programs and events will do well in this role. Other desirable qualities are a comfort level reaching out to senior staff at sponsor organizations and the ability to take sponsor feedback into consideration when formulating ideas for new sponsorship arrangements. Prior success in sales will also be an asset in meeting the local Society's sponsor needs.

Function

- Assume the lead role in managing business relationships with local sponsors on behalf of the local Society
- Interpret the local Society's needs for paid and in-kind sponsorship and determine how to appeal to prospective sponsors for the requisite amount of support
- Maintain contact with current and past sponsors
- Identify and contact prospective sponsors to generate additional value for members

Relationships

- Responsible to Executive, Board and general membership
- Working relationship with the Past-President

Time commitment

- Two-year term
- Attend monthly Board meetings
- Attend local Society events
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Benefits

- Increased knowledge and skills in sponsorship management
- Personal satisfaction
- Opportunity to build strong working relationships with new people
- Opportunity to effectively promote the sustainability of the local Society
- Opportunity for advancement to roles with the local Society