



JOB DESCRIPTION

Business Development Manager

A. General Description

The Business Development Manager will assist in the management and delivery of Cycling Canada business development strategy. The Business Development Manager works closely with the Business Development Consultant to develop and activate the marketing plan and support the consultant in their role of securing non industry based partnerships. Related to that, the Business Development Manager will deliver all aspects of business development execution including revenue and value in kind growth of industry based partnerships.

The position is based at the national office in Ottawa, Ontario.

B. Organizational Scope

Cycling Canada (CC) is the recognized authority by the UCI (Union Cycliste International) on all aspects of cycling in Canada, including BMX, Cyclocross, Mountain Bike, Para-Cycling, Road and Track. All staff is employed by Cycling Canada to facilitate achievement of its long term vision and planned annual targets. All personnel are required to operate within the policies and procedures as established by the association's volunteer Board of Directors and are expected to act consistently with the association's values.

Cycling Canada receives financial contributions from the federal government and other agencies, organizations and corporate sponsors, and is accountable for the disbursement and reporting of funds according to the contracted terms and conditions. Programs, activities and services are operated within the limitations established in an annual operating budget approved by the Board of Directors. CC staff is responsible to manage and administer the association's finances and provide administrative support for all association activity.

C. Reporting Structure

The Business Development Manager reports to the Chief Executive Officer and collaborates with the Business Development Consultant and the organization's high performance and development staff to ensure that the association's business development plan and delivery of Canadian Championships and National Team support meet the expected outcomes as set out in the Cycling Canada strategic plan.

D. Specific Responsibilities

Marketing

1. Manages industry partner liaison and acquisition of support for products, services and funding from the industry on behalf of Cycling Canada.
2. Manages sponsorship servicing and cross-promotional initiatives with partners.
3. Liaises with Local Organizing Committees (LOCs) on matters related to the marketing and promotion of Cycling Canada national event properties or international events in Canada.
4. Under the direction of the CEO, in consultation with the Business Development Consultant, develops and activates the marketing strategy and plan
5. Supports the Business Development Consultant in research and preparation of proposals to potential partners in the non industry area. This would include the development of tools that help with presenting the value proposition to potential partners.
6. Oversees initiatives to market and promote Cycling Canada programs and activities with our members.
7. Supports the CEO in the further development and implementation of the Vision 2020 donations program.
8. Where appropriate, solicits advertising sales for event and other properties.

Promotion

9. Manages the content of the Cycling Canada website.
10. In conjunction with #9 above, oversees the online sales of Cycling Canada products.
11. Oversees the Cycling Canada social media strategy and delivery.
12. Ensures that up to date athlete bios are available for media and public use.
13. Coordinates athlete appearances and promotions on behalf of Cycling Canada.
14. Documents and archives history of performance success for future reference in building promotional materials and media releases.

E. Travel

The Business Development Manager will be required to travel to business meetings and to domestic and international events throughout the year.

F. Performance Review

On an annual basis the Business Development Manager will be expected to accomplish specific end results, the satisfactory fulfillment of job responsibilities and attainment of required level of ability in key competency areas. These three (3) components will form the basis of an annual performance review conducted by the CEO.