



Cycling**CANADA**Cyclisme

JOB POSTING

CYCLING CANADA CYCLISME – BUSINESS DEVELOPMENT MANAGER

Overview of Cycling Canada:

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. Founded in 1882, the CCA aims to create and sustain an effective system that develops talented Canadian cyclists to achieve Olympic, Paralympic and World Championship medal performances. With the vision to be a leading competitive cycling nation by 2020 celebrating enhanced international success, increased national participation and world class event hosting, Cycling Canada manages the National teams, hosts national and international events, and administers community programs to promote Cycling in Canada.

Job Description:

The Business Development Manager will assist in the management and delivery of Cycling Canada's 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.

The Business Development Manager will deliver all aspects of business development execution including revenue and value in kind growth of industry based partnerships.

Key Responsibilities include but are not limited to:

- Manages industry partner liaison and acquisition of support for products, services and funding from the industry on behalf of Cycling Canada
- Manages sponsorship servicing and cross promotional initiatives with partners
- Assists with the development and activation of the marketing strategy
- Solicits advertising sales for event and other properties
- Manages the content of the organizations website
- Oversees CC's social media strategy and delivery

Knowledge and Skills

Cycling Canada is looking for candidates that have general knowledge of marketing and promotion as well as an understanding and passion for the sport of cycling. The ideal candidate will have experience in event marketing, events management, presentations and development of the digital space. The ability to engage with advertising, public relations and other agencies to build relationships would be expected in this position.

A university education with a major in an applied area relative to marketing and promotion is desirable.

Candidates will be expected to be proficient in Microsoft Office programs (Word, Excel, Outlook, and Powerpoint). The following skills, knowledge or experience will be considered assets:

- experience in consumer products, automotive, financial or pharmaceutical marketing
- experience working directly with sponsors
- the ability to communicate in both official languages
- the ability to create; documents, written proposals and agreements

Salary & Benefits

The salary scale for the position is in the range of \$ 50,000 to \$ 55,000 dependent on qualifications and experience. In addition the successful candidate will be eligible for benefits after a probationary period.

This position is subject to six-month probation; at the end of which a documented performance review will be completed.

Starting Date: April 15, 2013

Application Deadline:

Persons interested should send an expression of interest cover letter and resume for this position to general@cyclingcanada.ca by **March 28, 2013**

All applications will be confidential. We thank all those who apply. Only individuals selected for further consideration will be contacted. Cycling Canada Cyclisme promotes Employment Equity.