

<b>Job Title:</b>	<b>Marketing &amp; Development Officer</b>	<b>Department:</b>	Operations
<b>Location:</b>	4150 Finch Avenue East, Toronto (Finch & Midland)	<b>Travel Required:</b>	No
<b>Level/Salary Range:</b>	Commensurate with Experience	<b>Position Type:</b>	Full Time (35hrs) Some weekend and evening work required.
<b>Company Information</b>			
CPAC (formerly Chinese Professionals Association of Canada) is a service provider as well as a membership organization with 30,000 members of cross-cultural backgrounds. It has advocated for and served the internationally trained professionals community for over two decades, especially in helping them obtain licences, find employment, advance career, integrate in society, and develop leadership skills.			
<b>Job Description</b>			
<p><b>Job Summary:</b></p> <p>The Marketing &amp; Development Officer has a pro-active approach to developing new sponsorships and membership service programs. You are skilled in marketing, branding, event planning and grant development. You are client-focused and committed to providing the highest level of service while remaining aligned with the mission of the organization.</p> <p>Sponsorship &amp; Grant Development</p> <ol style="list-style-type: none"> <li>1. Identify and obtain individual and corporate contributions; research and pursue funding opportunities from foundations and government</li> <li>2. Track and manage sponsor obligations and fulfillments</li> <li>3. Develop sponsorship proposals, agreements, invitations, thank you letters, etc</li> <li>4. Manage and maintain sponsors database; cultivate and nurture relationships with current sponsors</li> <li>5. Aid in the research, coordination and submission of grant proposals</li> </ol> <p>Membership Development &amp; Event Management</p> <ol style="list-style-type: none"> <li>1. Work with the Operations and Program teams to develop strategies to stimulate membership growth</li> <li>2. Assist in developing and implementing annual membership marketing plans to grow the membership base</li> <li>3. Work with other teams to design and develop membership service programs</li> <li>4. Work with the Membership Service Coordinator to plan and execute professional development and general interest seminars and workshops</li> <li>5. Assist in production of event flyers, tickets, program booklet, banners, etc.</li> </ol> <p>Marketing &amp; Branding</p>			

1. Assist with developing and marketing the CPAC brand
2. Design and produce marketing and branding materials consistent with the CPAC brand
3. Develop and coordinate email campaigns, e-blasts , website strategies and social media strategies
4. Oversee preparation and production of all promotional mailings, printed pieces and web communications
5. Work with IT support to update and improve organization website and web contents

Other

1. Perform other duties as assigned when needed

**Skills & Qualifications:**

- 1) Fundraising, business development and event management experience, preferably in a not-for-profit setting
- 2) Strong marketing, sales and negotiation skills
- 3) High degree of maturity and professionalism in relationship management with internal and external stakeholders
- 4) Advanced computer and internet marketing skills
- 5) Excellent written and verbal communication, presentation, editing and proofreading skills
- 6) Ability to problem solve and make decisions in high pressure situations
- 7) Fluency in Chinese an asset
- 8) Graphic design and IT skills are assets

**Application Procedure**

Please forward your resume & cover letter, with salary expectation, to [hr@cpac-canada.ca](mailto:hr@cpac-canada.ca) by December 23, 2015.

We thank all candidates for their interests. However, only those selected for interviews will be contacted.