

CORPORATE PARTNERSHIPS MANAGER

ABOUT US

viaSport BC (viaSport) is an independent not-for-profit organization and a legacy of the Vancouver 2010 Olympics and Paralympic Games operating as the provincial government's lead agency responsible for promoting and developing amateur sport in British Columbia.

viaSport's purpose is to lead the development and growth of amateur sport in BC by working closely with the Ministry of Tourism, Arts, Culture and Sport to steward the provincial government investment in amateur sport. It works directly with [viaSport Designated Sport Organizations](#) in BC to build a stronger more effective sport system, while striving to work collaboratively with all stakeholders to build public trust and confidence in amateur sport."

viaSport is proud to be an equal opportunity employer. We recognize that a diverse work force is critical to accomplishing our vision and are committed to fostering a culture of inclusion where all employees are supported to reach their potential. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status or disability. viaSport welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

JOB SUMMARY

Reporting to the Director, Revenue Development, the Corporate Partnerships Manager will play a critical role in partnership acquisition — building and advancing a high-quality pipeline, crafting compelling offers, and securing new corporate partnerships. The role is optimized for outbound prospecting, solution design, proposals, negotiations, and closing. There will be some continued relationship management, but the focus is on securing partnerships. You will collaborate with the Director, Revenue Development, and the CEO on strategic prospects.

PRIMARY RESPONSIBILITIES

1. Partnership Acquisition
 - Establish a consistent outbound cadence with prioritized sectors and prospect lists
 - Lead discovery to understand partner goals and design right-sized packages across brand visibility, marketing/storytelling, employee engagement, and value-in-kind.
 - Liaise with Sport Development to identify fundable initiatives and sector partners with delivery capacity, ensuring offers align with feasibility and impact.

- Build and manage a qualified sales pipeline and funnel of opportunities – tracking stages, accurate forecasts, next steps, and decision-maker maps.
 - Collaborate with the Director, Revenue Development and the CEO as needed to advance strategic opportunities.
2. Project Management
- Develop and maintain sales playbooks, collateral, and offer templates.
 - Assist in designing and improving internal processes to ensure commitments to corporate partners are delivered effectively
 - Coordinate with Marketing/Programs to translate closed deals into clear activation briefs (objectives, roles, timelines, assets, approvals). Create reports highlighting progress, outcomes and learnings.
 - Monitor progress on key activation milestones and surface risks early.
 - Coordinate post-delivery evaluation of net value to viaSport and the sector, and create reports highlighting progress, outcomes, and learnings.
 - Provide post-close stewardship by managing introductions and expectations, then hand off to internal teams.
3. Other duties as assigned.

QUALIFICATIONS AND COMPETENCIES

- Post-secondary education in business administration, communications/marketing, or a related field.
- 5+ years' experience in B2B sales, corporate partnerships/sponsorship, or major gifts with a track record of closing new revenue.
- Sales & Communication: Effective verbal and written skills for pitches and proposals; ability to listen and conduct needs-based discovery.
- Interpersonal: Ability to build rapport with executives and cross-functional teams; comfort with a dynamic, adaptable approach and responsiveness to partner preferences.
- Analytical: Experience with CRM/reporting and data-informed decision-making to improve pipeline health and win rates.
- Project Management: Ability to set objectives and create clear, actionable sales and handoff plans; experience coordinating internal teams and external partners to deliver on commitments.

WORKING ENVIRONMENT

- Hybrid work arrangement at home and at the office location: 1351-409 Granville Street, Vancouver.
- Full-time (37.5 hours per week) – with flexibility to work evenings or weekends on occasion.
- Salary range of \$75,000 to \$90,000 annually based on experience. Compensation package also includes comprehensive health benefits program, RRSP match, and 3 weeks' vacation within the first year.
- Employees are subject to [viaSport policies](#) and will be required to complete a Criminal Record Check prior to confirming employment.

APPLICATION

To apply submit your resume and cover letter using the form below by October 30, 2025. https://viasport.formstack.com/forms/job_application_form