

## Director - Marketing & Sponsoring

This Director engages industry and organisations in Canada to ensure that itSMF is properly presented and generates corporate sponsorship's to enable a rich membership experience and develop relationships with prospects. This roles also promotes itSMF and conducts market research and advertising to continuously improve the brand.

Specific responsibilities include:

- Develop and maintain the marketing and sponsoring strategy (national and locally)
- In collaboration with the treasurer maintain the sponsoring registry and allocation/distribution logic
- Manage relationships with the sponsors and timely renewal of sponsorship agreements
- Development and distribution of promotion materials for use at events
- Communicate status and progress on marketing and sponsoring activities
- Creates and manages the itSMF Canada Sponsorship Program (iCSP)
- Creates and manages the itSMF Canada Educational Institutions Program (iCEIP)
- Creates and manages the itSMF Canada Industry Associations Program (iCIAP)