



DIRECTOR, BUSINESS DEVELOPMENT AND MEMBERSHIP

Full-Time Permanent

Looking for a career opportunity with an established and reputable national organization that makes a real difference in women's health, values its employees and offers a comprehensive total compensation package including a hybrid working from home program?

The Society of Obstetricians and Gynaecologists of Canada (SOGC) ongoing mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration, and education.

The SOGC has over 4,000 members, comprised of obstetricians, gynaecologists, family physicians, nurses, midwives, and allied health professionals working in the field of sexual reproductive health.

Since 1944, the SOGC continues to be a leading national and international authority on women's reproductive health and on evidence-based training and education. The SOGC leads the development of 12-17 clinical practice guidelines per year and hosts 3 regional continuing medical education meetings and an Annual Clinical and Scientific Conference. These events attract a diverse group of delegates that include women's health care providers, researchers, educators and policy makers, who have the opportunity to network, learn and share information and ideas. These events also facilitate the identification of critical gaps in the field through needs assessments that inform future curricula and program development.

POSITION PURPOSE:

As Director, Business Development and Membership, you will be responsible for driving the innovation and business opportunities with new and established partners and have oversight of overall member experience. You are highly organized, and self-motivated and you take pride in delivering on your commitments. You will be part of a strong and collaborative team that enjoys a well-deserved reputation for its work in women's health. As a passionate and results-oriented individual, you are seeking an opportunity to make a meaningful impact.

You have a willingness to embrace change, adapt strategies on the fly and you have a high tolerance for evolving ideas. You are detail oriented, well organized and can prioritize highly complex tasks with critical deadlines. You have highly-developed analytical skills, and aptitude for complex problem solving and proven fiscal and financial acumen. You have a desire to lead success and inspire change.

Reporting to and working closely with the Chief Executive Officer (CEO), the primary role of the Director, Business Development and Membership, is to own the end-to-end business development and member services activities and requirements. This includes planning and building short-term and long-term revenue pipelines by setting and implementing strategic goals to actively secure the SOGC's long-term financial growth and the delivery of quality member services

The role includes both identifying revenue-generating opportunities for the SOGC, as well as managing key client relationships, in line with the SOGC's overarching Mission and Vision. In addition, you will work closely with the Director, Accreditation and Education and Director, Communications, lending expertise and support for initiatives, as warranted.

KEY RESPONSIBILITIES

Strategic Planning

- Define and develop the strategic goals for Business Development and Membership, in conjunction with the CEO, on an annual basis in line the SOGC's strategic directions
- Identify and develop new revenue-generating opportunities for the SOGC which enhance and promote member service offerings in keeping with the SOGC's Mission and Vision statements

Marketing & Business Development

- Lead the SOGC's business development and partnerships activities
- Monitor and advise on best ethical practice in relationships with industry
- Develop and define partner offerings on an annual and ongoing basis with the CEO, in line with the SOGC strategic plan and mission
- Maintain open and constructive relationships with sponsors and partners, to develop mutually successful partnerships
- Benchmark, prospect, research, evaluate and cultivate new business opportunities for the SOGC
- Liaise with other internal stakeholders to develop achievable goals
- Negotiate and conclude negotiations on the SOGC's behalf, always with the expectation to reach and if possible, exceed the budget forecast projections
- Research funding opportunities including both private sector funding, grants and government programs; write and present proposals
- Coordinate and oversee exhibit sales and placement for exhibitors for the SOGC conferences
- Manage the Contraceptive Compassionate Care Program – administer and oversee requests of orders, doctor profiles, report generation, and correspondence
- Support the Brand Recognition Program: maintain relationships with existing clients, monitor and report on program goals and outcomes, and actively monitor the women's health consumer market for new prospects

Partner Relationship Management

- Manage, steward and grow current partnerships, by building relationships with key partners and to develop new ones
- Work closely with partners, consultants, members and staff as required on the delivery of initiatives

Membership Services

- Lead the association's overall efforts to recruit, retain, and engage membership
- In collaboration with the leadership team, create a roadmap for sustainable membership growth
- Design data-driven member engagement, retention, and recruitment strategies
- Develop strategies and programs to stimulate member engagement as a means of membership renewal
 - Oversee the development of supporting implementation plans to measure and strengthen member engagement
 - Establish short- and long-range plans and goals to achieve organization membership objectives
- Identify opportunities and collaborate with colleagues to enhance member benefits and services offered by the Association
- Oversight of all membership data, tracking and reporting, including but not limited to:
 - Accurate membership records
 - Membership trend analysis by category and region
 - Current, new and prospective member information
 - Member experience throughout join and renewal process
 - Monthly reporting on membership revenue and tracking to annual goals

Program Management

- Collaborate and coordinate with internal teams, notably Education and Accreditation, and Communications
- Manage and follow up on the program delivery in collaboration with appropriate departments
- Manage the planning of all sponsor meetings including the agenda, presentation development and execution in conjunction with the CEO

Financial/Business Planning & Budgeting

- Develop an annual revenue budget, including monthly variance review and quarterly forecasting
- Drive quarterly and annual strategic goals to meet revenue targets
- Analyze the progress of revenue generating goals on an ongoing basis and make recommendations for adjustments/interventions as required
- Oversee related revenue reporting and invoicing for all sponsored initiatives of the SOGC
- Development of proposal preparation including costing, as the project/initiative warrants in line with budget, work plan and strategic direction

SUPERVISORY RESPONSIBILITIES:

- Manage staffing requirements, oversee staff performance and implement annual work plans that are aligned with the organizational strategic plan specifically by:
 - Supervising and directing the activities of the team
- Coach, mentor and provide developmental opportunities for staff to build out skills and train future leaders for the organization
- Coordinates training programs for new personnel and identifies training needs for current staff

ADDITIONAL JOB REQUIREMENTS:

- Position will include eligibility to working remotely, and the successful candidate may/will be required to report to the SOGC Ottawa office a few days a week
- Ability to work weekends / overtime
- Travel will be required to partner meetings in Montreal and Toronto, as well as to SOGC events held across the country

EDUCATION AND EXPERIENCE:

- 7+ years professional experience in a comparable role overseeing business acquisition, and customer/member services
- Post-secondary degree in business, marketing, or related field
- Experience in planning and managing a budget
- Experience working with Health Professionals is an asset
- Proficient in Microsoft Office Suite or similar software

QUALIFICATIONS, KEY SKILLS & ABILITIES:

- Strong interpersonal skills
- Experience in building and maintaining strong relationships
- Collaborative in approach
- Excellent management and supervisory skills
- Excellent written and verbal communication skills
- Excellent organizational and time management skills
- Ability to execute complex projects to completion including follow up and feedback
- Strategic understanding of marketing and social media technologies, uses, and best practices
- Strong analytical skills and data-driven thinking with knowledge and ability to gather and interpret data and trends
- Working ability in both official languages is highly desired



The SOGC is an equal opportunity employer and encourages all qualified applicants to apply. SOGC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Should you be interested in this position, please submit a cover letter explaining how you meet the qualifications and your resume in one document to careers@sogc.com

We thank all applicants for their interest; however, only those selected for an interview will be contacted.