



Position Title:	Vice President, Sponsorship
Role Type:	Volunteer Board Position

About BCTRN

The British Columbia Total Rewards Network (BCTRN) is a volunteer-based, non-profit organization and the first WorldatWork affiliate in British Columbia. Based in Vancouver, BCTRN serves as the central hub for compensation, benefits, and total rewards professionals across the province. Our mission is to foster collaboration, professional development, and industry innovation through events, resources, and networking tailored to the unique needs of total rewards practitioners.

Role Overview

The Vice President, Sponsorships is a working board role combining strategic oversight with hands-on sponsorship and partnership initiatives to drive BCTRN's financial sustainability and growth. As a key member of the Board, this role serves as the primary liaison between BCTRN and the broader HR and Total Rewards community, building meaningful partnerships with corporate sponsors, vendors, and industry stakeholders.

Core Responsibilities

Sponsorship & Partnerships Strategy

- Develop and implement a sponsorship and partnership strategy including designing tiers, pricing models, and associated benefits.
- Build standardized sponsorship agreements, tracking processes, and a renewal calendar to maintain continuity of funding.
- Identify and pursue potential sponsors and partners aligned with BCTRN's mission and values.
- Generate and issue sponsor invoices in line with agreed terms; coordinate with VP Finance to confirm payment receipt and budget reconciliation.
- Innovate creative partnership and funding opportunities to support organizational growth.



Relationship Management & Stewardship

- Serve as the primary point of contact for sponsors and partners ensuring a high-touch experience and fostering long-term, mutually beneficial partnerships.
- Negotiate sponsorship agreements to create mutual value for BCTR N and its partners.
- Ensure fulfillment of sponsorship benefits and oversee stewardship and renewals to build long-term partnerships.
- Evaluate sponsorship outcomes to drive continuous improvement and future opportunities.

Stakeholder & Community Engagement

- Work with the Board to align sponsorship opportunities with events, communications, and organizational priorities.
- Represent BCTR N at industry events to promote sponsorship and strengthen community connections.
- Identify strategic partnerships that enhance the membership experience and organizational reach.

Special Projects & Ad-Hoc Responsibilities

- Lead special sponsorship projects or other initiatives as assigned by the President, ensuring alignment with BCTR N's strategy and governance framework.

Qualifications & Skills:

- Experience in marketing, partnerships, business development, or fundraising, with willingness to actively participate in execution.
- Strong relationship-building, networking, and negotiation skills.
- Strategic thinker with the ability to build structure and processes in a growing organization.
- Familiarity with the Total Rewards ecosystem in British Columbia is an asset.
- Previous board or leadership experience is an asset.
- Self-starter mindset, comfortable creating processes and templates from scratch, and thriving in a volunteer/start-up environment.

Time Commitment:

- Approximately 12 hours per month on average, including board meetings, committee work, key events, and sponsorship execution.



- Additional hours may be required during major events, sponsorship campaigns, or special projects.

Benefits:

- Make a meaningful impact by shaping BCTRN's financial sustainability and growth.
- Expand your professional network and gain visibility in the HR and Total Rewards community.
- Enhance leadership, governance, and organizational management skills.
- Contribute to advancing the total rewards profession in BC.
- Gain hands-on experience in a working board environment with real influence on strategy and execution.