



## Director, Membership & Engagement

**Location:** Vancouver, Toronto, Ottawa or nearby

**Salary Range:** \$115K - 140K

**Job Type:** Full-Time, mostly remote, requiring occasional in-person meetings and travel.

### SUMMARY

The Director, Membership & Engagement is a key member of the New Economy Canada team, reporting to the Director of Communications. They are responsible for managing, engaging and supporting New Economy Canada's 60+ members, comprised of business, labour and Indigenous leaders.

### ABOUT NEW ECONOMY CANADA

The transition to a global decarbonized economy is underway and Canada has an unprecedented opportunity to position its key industries for success. At the same time, Canada's major trading partners have moved quickly and aggressively to seize the economic opportunities of this transition. Canada must meet these global initiatives with a response that positions the country for economic success across existing and new industrial sectors alike.

New Economy Canada is a non-partisan initiative that unites business, labour and Indigenous leaders committed to building Canada's clean economy. Our members represent diverse industrial sectors who are taking action to unlock the power of resilient and affordable clean energy and technology to grow investment, jobs and energy security. Our quickly growing membership employs or represents over 410,000 workers and generates annual revenues of over \$200 billion CAD.

### ROLES AND RESPONSIBILITIES

The Director, Membership and Engagement will be responsible for liaising with New Economy Canada's membership to raise awareness of our work, identify members' priorities and to identify opportunities for collaboration that help achieve our strategic goals.

### MEMBERSHIP STRATEGY & MANAGEMENT

- Identify, develop, grow and maintain relationships with current membership and targeted business, labour and Indigenous groups. This may involve:
- Manage a portfolio of 60+ key members, tracking activity in salesforce.
- Work collaboratively with colleagues, to identify policy or promotional opportunities that help both NEC and members achieve strategic goals.
- Develop reporting and engagement process and schedule, comprised of emails, newsletters, webinars and/or in-person events, to keep members apprised of activities.
- Identify commonalities among members, and work with internal team members to develop working groups or subcommittees for engaged individuals to work collaboratively.
- Track member activities in media, social media and investor calls, and identify opportunities to amplify, in collaboration with Digital Specialist.

### EVENT MANAGEMENT

- Work with internal team and members to execute the #GettingThingsBuilt cross-Canada tour, visiting worksites and hosting politicians and business community to raise awareness of the member's operations and benefits to the local community. This may involve:
- Being responsible for event planning, including organizing regular calls, delegating tasks with clear deadlines, and contingency planning.
- Identifying opportunities for future tour stops.

### **BUSINESS LEADERSHIP & OUTREACH**

- Position NEC and members as an authoritative voice in the business community to increase support for the new economy. This may include:
- Identify top events and secure NEC and/or member visibility via panels, keynote presentations, side events and/or sponsorship.
- In collaboration with senior leadership, develop relationships with key business groups and explore opportunities for joint activities.

### **EMPLOYEE ENGAGEMENT**

In collaboration with the Director of Communications, develop an employee engagement program. This may include:

- Consult membership to understand how they currently engagement their employees and to gauge interest in sharing NEC messaging and content.
- Develop a series of materials that align with member's needs (i.e., webinars, speaker series, content series for internal newsletters, etc).
- Measure effectiveness of materials/events and use data to optimize efforts to achieve NEC & Member's strategic goals.
- Track engagement and report progress.

### **JOB REQUIREMENTS**

- Academic degree in business, marketing, sales or a related field or demonstrated relevant experience.
- More than 7 years' experience in corporate partnerships, stakeholder relations, employee engagement, membership management or other relevant work experience.
- Experience building new and long-term relationships with business partners and/or other stakeholders.
- Ability to manage complex stakeholder relationships.
- Strategic and critical thinker, with an ability to identify opportunities for collaboration and execute those partnerships successfully.
- Highly developed negotiation, analytic and project management skills.
- A demonstrated ability to be a self-starter, work collaboratively in a fast-paced environment.
- A well-developed understanding of politics and policy is an asset.
- Fluency in French is an asset.
- Enthusiasm for helping Canadians compete and win as the global shift to a clean economy continues to ramp up.

### **HOW TO APPLY**

Please send your resume, cover letter, and a brief explanation of why you are the ideal candidate for this position to: [info@neweconomycanada.ca](mailto:info@neweconomycanada.ca).