



Position Title:	Partner Development Officer
Reports to:	TBD
Direct Reports:	None
Location:	Remote, with in-person as required
Band:	4

The Mandate: The *Partner Development Officer* is responsible for leading the planning, sales, and execution of the OLA Super Conference Expo, including logistics, vendor experience, and revenue generation, as well as yearlong relationship management with vendors, Associate Members, and partners. Additionally, this position will assist with the exhibitor contracts and sponsorships for the Forest of Reading and all educational programs. As a cross-functional leadership position, this role also supports customer service and education throughout the year and works closely with Finance. As a nimble thinker, this position is proactive in issue identification and problem solving while working in a team environment. Through sales, sponsorship, and advertising, this position is responsible for approximately 30% of the OLA Budget.

The Partner Development Officer is responsible for leading the Super Conference Expo, with additional responsibilities supporting other OLA sales, programs, and events. This includes:

1. Sales

- Direct outreach to current and potential exhibitors to build and sustain the Super Conference Expo, Forest of Reading Festival, Library as Place Conference, and any other OLA in-person or virtual events.
- Sponsorship and advertising sales.
- Communicating sales and financial standing with the Finance Department regularly.

2. Event Coordination

- Develop and lead implementation of a comprehensive logistics plan for placement of exhibitors and flow of attendees within the Super Conference Expo floor.
- Serve as the operational lead for the Super Conference Expo, coordinator vendors for all phases (e.g., arrival, set-up, show days, dismantling)
- Support logistics at in-person premier OLA events including Festival and Library as Place.
- Support the Education Department in producing revenue generating programs off peak season.

3. Outreach

- Build new connections and relationships, both in and adjacent to Library Land.

- Support Senior Leadership in maintaining strong Partner relationships in support of sponsorship, exhibitor engagement, and Super Conference Expo success.

4. Communications

- Develop and maintain prospectus for Expo, Forest of Reading Festival, and OLA programs and events exhibits, sponsorship and advertising.
- Develop and maintain the Expo registration website.
- Develop and maintain Forest of Reading registration website.
- Ensure consistent, respectful, and productive communication and outreach with the Associate Member and vendor community, keeping them up to date throughout the year.
- Work with the OLA communications team on promotions.
- Support staff and departments on report generation pertaining to sales and outreach.

5. Customer Service

- Support the Membership Department by responding to customer inquiries and tickets, providing timely, solutions-focused service aligned with OLA's friendly and professional voice.
- Support membership outreach tasks.

6. Committee Liaison and Support

- Staff support to committees includes supporting the committee chair, facilitating meeting schedules, providing staff advice, and assistance with project analysis.
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- Provide staff support to selected OLA committees, communities of practice, and projects as required, particularly where work relates to partnerships, outreach, or Super Expo planning.

7. Relationship Building

- Supports and fosters positive relationships with external and internal stakeholders such as the Association's Committees, Task Forces, volunteers, vendors, and government and private sector organizations.
- Identifies, pursues, and maintains appropriate external partnerships and alliances with community leaders, agencies, corporations, foundations, and governments to further the programs and services of the Association.
- Build relationships with Chairs of OLA committees.
- Develop and maintain sponsors and partnerships.
- Building relationships with members from all Sectors
- Working with OLA Committees and volunteers, supports program and project delivery.

Qualifications:

- University degree in the areas of sales, marketing, library services, or event planning, masters preferred.

- Two years of demonstrated experience in event planning, sales and/or marketing, combination preferred.
- Familiarity with programming for both small and large events.
- Strong verbal and written communication skills with a demonstrated ability to lead business discussions.
- Ability and willingness to stay abreast of social media and communication technology developments and commitment to professional development.
- Critical thinking and discernment to assess and scope areas for improvement and an ability to offer creative solutions.
- Applies attention to detail to routine tasks and takes initiative to ensure that outcomes meet internal and external customer requirements and quality.
- Exceptional organizational skills, including managing multiple competing priorities and an ability to adapt quickly to emerging priorities, leveraging their organized and effective personal work environment.
- Well-developed sales/prospectus, presentation, and public speaking skills in both creating and delivering presentations and reports.
- Ability to perform duties in a professional and courteous manner and produce high-quality work while meeting deadlines.
- Familiar with the issues and trends that are relevant to the library community.
- Builds both formal and informal professional relationships.
- Ability to work with strict deadlines.
- Self-starter who can work independently and with the OLA team.

Assets (not mandatory but desirable)

- Fluency in French.
- Experience in event logistics, sales, partnerships, or revenue generating programs.
- Experience negotiating with vendors, exhibitors, or partners.

Working Relationships:

Internal Contacts

- OLA Staff, including the Executive Director
- OLA Board, Councils, and Committees
- Volunteers/Members
- Service providers

External Contacts

- Governments and Funding sectors
- Vendors, suppliers, and sponsors