

Job Title: Director of Membership, Sponsorship & Events
Location: Toronto, ON (Hybrid)
Company: Association of Canadian Advertisers (ACA)
Job Type: Full-Time

About Us

The Association of Canadian Advertisers (ACA) is a non-profit association and the premier voice of Canada's marketing community, advocating for responsible and effective advertising. We provide industry leadership, insights, and education to support marketers in navigating today's evolving media landscape.

Role Overview

We are seeking an experienced **Director of Membership, Sponsorship and Events** to lead ACA's efforts in growing and maintaining a strong community of industry professionals. As part of a small and efficient team, this role requires a strategic leader with a deep understanding of membership engagement, sponsorship acquisition, partnership development and event management.

Key Responsibilities

- Develop and implement strategies to grow and retain ACA's membership base and enhance member engagement.
- Build and maintain strong relationships with existing members, ensuring their needs and expectations are met.
- Identify, cultivate, and secure sponsorship opportunities to support ACA's initiatives and events.
- Create and manage membership and sponsorship programs, ensuring value delivery and long-term retention.
- Work closely with internal teams to align membership and sponsorship strategies with ACA's mission and industry trends.
- Represent ACA at industry events, conferences, and networking opportunities to expand outreach.
- Develop and execute strategies to enhance member benefits and partnerships with key stakeholders.
- Monitor and analyze membership and sponsorship performance metrics to optimize strategies.

- Stay up to date with industry trends and best practices to drive innovation in membership and sponsorship initiatives.
- Event Management: overseeing all aspects of an event, from initial planning and budgeting to execution, including coordinating vendors and managing logistics.
- Lead a team member, fostering professional development and ensuring effective collaboration.
- Be flexible and willing to assist with other tasks and projects as required to support the team and organizational goals.

Qualifications & Experience

- 7+ years of experience in membership management, sponsorship sales, or business development.
- Strong relationship-building skills with a proven track record in membership growth and sponsorship acquisition.
- Strong leadership and team management skills.
- Excellent communication organizational, problem solving and negotiation skills.
- Experience in the advertising, marketing, or media industry is preferred.
- Ability to develop strategic partnerships and manage high-level stakeholder relationships.
- Knowledge of CRM (HubSpot) and membership management tools
- Bilingualism (English & French) is a strong asset.

Why Join ACA?

- Work with a leading organization advocating for responsible and effective marketing in Canada.
- Opportunity to shape the membership, sponsorship and event strategy of a key industry association.
- Collaborate with top marketing and advertising professionals.
- Hybrid work environment with flexibility and competitive benefits.

How to Apply

Interested candidates should submit their resume and cover letter to careers@acaweb.ca with the subject line “Director of Membership, Sponsorship and Events – Application.”

Join us in shaping the future of advertising in Canada!