



Credit  
Canada



# DIRECTOR OF SPONSORSHIPS

Candidate Brief

May 2025

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# THE OPPORTUNITY



## Help Credit Canada transform the way people use credit

Credit Canada is seeking a seasoned, innovative, and entrepreneurial leader to drive our **sponsorship growth strategy**, build **long-term relationships** with industry and community partners, and **sell sponsorships** of our unique and transformative services.

## Our Vision

We are Canada's leaders in credit counselling, transforming the way people use credit.

## Our Mission

We help people get out of debt, so they can get back into life.



Credit Canada was founded in 1966 and has served almost 1 million clients in the last 5 decades. In 2021, the agency launched a revenue diversification strategy with sponsorship at its heart.

In just 3 years, sponsorship revenue has grown to 25% of our total revenue. It has enabled the launch of cutting-edge financial coaching programs, AI applications, the Butterfly budgeting app, and e-learning.

These initiatives have broadened our impact and deepened our engagement with key communities, such as women in vulnerable circumstances, newcomers to Canada, and those with mental health issues.



Our work has only just begun. Canadians are facing significant challenges when it comes to financial well-being—inflation, housing affordability, job insecurity and low financial literacy. This is all on top of the increase in mental health issues and the decrease in government support. The demand for our services is growing. In fact, this past January, Credit Canada served more clients than ever before in our history.

Our value proposition for sponsors is compelling. We help them increase awareness, build credibility, and make a true, measurable and long-lasting impact for Canadians. We are excited to bring on a new Director of Sponsorships to accelerate this momentum and increase our capacity to make an even bigger difference.



# Compensation

Compensation for this role ranges from \$100,000 to \$120,000. At Credit Canada, we take care of our team just as we take care of our clients.

Our benefits include: a comprehensive benefit program, health and dental coverage, employer RRSP matching contribution, 20 paid vacation days, 4 personal days and 3 additional paid days off between Christmas Day and New Year's Day.

# Work Environment

Credit Canada is a "remote-friendly-hybrid" organization with a requirement to periodically be at the office (Yonge/Sheppard) to foster collaboration.

Most of our staff work primarily from home with the ability to work in the office when they prefer or as is needed by the organization.

We are open to receiving applications from candidates outside the GTA.

# OUR IDEAL CANDIDATE

## A STRATEGIC AND ENTREPRENEURIAL LEADER WITH A PASSION FOR RESULTS

As the ideal candidate, you are entrepreneurial and thrive in a mission-driven, fast-paced environment where accountability and impact go hand-in-hand. With a strong track record in sponsorship, sales, or partnership development, you take initiative, follow through with intention, and deliver results that align with strategic priorities.

You're externally focused and love building authentic, purpose-driven relationships that create shared value for both partners and the agency. A strategic thinker and creative connector, you know how to spark ideas, drive collaboration, and cultivate opportunities that grow over time.

You're a clear, persuasive communicator and confident negotiator—equally comfortable engaging corporate partners, community leaders, and internal stakeholders. Personable and team-oriented, you work well across functions, and you use data and insight to shape decisions, uncover opportunities, and tell compelling impact stories. In every initiative, you bring people and possibilities together to drive momentum and our mission.

You bring a genuine commitment to diversity and inclusion, and you actively seek ways to reflect and respect the diversity of the communities we serve. You're open to continued learning and contributing to a more inclusive agency and sector.

You have deep experience in sponsorship sales and partnership development. You've led successful strategies that grow revenue, elevate partnerships, and align with both organizational goals and sponsor priorities. You bring a strong track record of prospecting, negotiating, and securing multi-faceted sponsorships—and a clear understanding of how to build long-term value. Your approach combines entrepreneurial energy with strategic thinking, innovation, and a strong sense of accountability.

You build rapport quickly and communicate with clarity and purpose, creating compelling presentations that resonate with diverse audiences. You're confident in engaging stakeholders across sectors and communities, and you bring cultural awareness and adaptability to every interaction. Comfortable with high-level conversations and collaborative planning, you're driven to deliver meaningful, lasting results.



## KEY RESPONSIBILITIES

### **SHAPE AND IMPLEMENT A SPONSORSHIP STRATEGY THAT DRIVES REVENUE AND ADVANCES OUR MISSION**

Reporting to the CEO, you will lead Credit Canada's sponsorship growth strategy, owning the sponsorship revenue target and identifying new opportunities that fuel growth and deepen mission impact. You will lead engagement with the leadership team and Board members to identify, cultivate, and solicit sponsors.

You'll develop and implement innovative, transformative sponsorship programs that align with our values and leverage our national platforms—including a national radio show, social media channels, and our education and financial coaching programs. With a keen eye on industry trends and evolving business environments, you'll stay ahead of the curve to ensure our offering remains compelling and competitive.



You will lead with strategic clarity and a commitment to measurable outcomes, using market research and performance data to shape and refine our sponsorship approach.

## **LEAD SPONSORSHIP NEGOTIATION, PARTNER RELATIONSHIPS AND PERFORMANCE DELIVERY**

You'll negotiate high-value partnerships that deliver on both sponsor objectives and organizational priorities, bringing rigor and creativity to every agreement. You'll foster strong, long-term relationships with key industry and non-profit leaders, building trust and enthusiasm that strengthens stakeholder engagement across the board.

Internally, you'll work cross-functionally—collaborating with digital marketing, program delivery, finance, and external vendors—to deliver sponsorship programs with excellence. You'll bring a clear focus on results, measuring performance against goals, identifying gaps, and adjusting plans with precision.

With strong business acumen and a focus on financial sustainability, you'll assess viability and manage budgets to ensure sponsorships are not only impactful but also scalable. In the process, you will bring to life our vision and mission and make a positive impact in the lives of Canadians across the country.

## **GROW AGENCY CAPABILITY AS A MEMBER OF OUR LEADERSHIP TEAM**

As a member of the Leadership Team, you will play a key role in setting and executing the organization's strategic direction, support the evolution of policies and operational practices, and help cultivate a diverse, collaborative, motivated and purpose-driven team.

# SKILLS AND EXPERIENCE

**The ideal candidate should possess many of the following attributes, skills and experiences:**

- Inspired by the mission to help people get out of debt, so they can get back into life
- Entrepreneurial, thrive on accountability, and love a fast-paced working environment
- A driven results-producer with a strong sales track record and an exceptional ability to take initiative and follow through.
- An innovator and strategic thinker who makes breakthrough connections, initiates change and seeks out new ideas to help drive business direction
- A top-notch communicator and a strong negotiator who is clear, resourceful and persuasive
- Able to analyze data and think critically to uncover insights and identify solutions that influence business direction.
- A high level of business acumen, integrity, professionalism and discretion
- Committed to fostering a diverse, motivated and purpose-driven team
- Extensive sponsorship marketing experience at the leadership level with a majority focused on sponsorship sales
- Experience in executing prospect research and identifying, cultivating, closing and stewarding sponsor partners
- Ability to develop and manage the submission of high-quality sponsorship proposals. Expertise with publishing tools such as Canva is an asset
- Demonstrated ability to create meaningful collaborations with diverse colleagues and stakeholders rooted in trust to find win-win solutions
- A continuous learner who embraces change, seeks out new ideas, learning and opportunities
- Has been a member of leadership teams and is skilled at helping to shape organization-wide strategy, plans and initiatives, in addition to advancing their own objectives.

# ABOUT CREDIT CANADA

At Credit Canada, we don't just offer jobs; we offer careers with purpose. For over 50 years, we've been helping Canadians get out of debt and back into life.

As a national, non-profit organization and Canada's first and longest-standing credit counselling agency, we're leading the way in credit counselling, innovative financial coaching, financial education and consumer advocacy.

Last year, we assisted over 50,000 consumers through our credit counselling and educational programs, which are available to all Canadians regardless of income level or employment status. Many Canadians need credit counselling services that put their best interests first, and we're stepping up to answer the call. More background can be found in [Credit Canada's Impact Report](#).

## HOW TO APPLY

Credit Canada is committed to building an inclusive workplace and we welcome applications from all qualified candidates, regardless of background, experience, or identity.

Applications (cover letter and resume) for the Director of Sponsorships role should be submitted in confidence to: [careers@creditcanada.com](mailto:careers@creditcanada.com).

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

**Application Deadline: May 23rd. Please note that applications will be accepted until May 23rd; however, we will review submissions on a rolling basis and may begin interviews before the deadline.**

