The Canada Homestay Network

Job Description – Event and Sponsorship Research Coordinator

Summary

The Canada Homestay Network (CHN) Event and Sponsorship Research Coordinator supports CHN's communities and national objectives by identifying opportunities to strengthen our community presence, host recruitment, brand awareness and strategic partnerships. The Event and Sponsorship Research Coordinator is responsible for identifying, researching and evaluating event and sponsorship opportunities across Canada that align with CHN's marketing, host recruitment and partnership objectives.

All CHN colleagues demonstrate personal integrity and transparent motives consistent with CHN's vision and mission. They accept personal and corporate accountability for stewardship of the common good and perseverance to achieve satisfactory outcomes. The Event and Sponsorship Research Coordinator must also demonstrate good judgement, strong research and communication skills, and an understanding of marketing, community engagement, and strategic partnerships. They should be comfortable making recommendations based on incomplete information, asking the right questions of event organizers, comparing opportunities objectively, and maintaining a national calendar and pipeline of potential events and sponsorships that would ideally repeat year over year.

This is primarily a research and analysis role rather than an event logistics role. While an understanding of how events operate is valuable, the key responsibility is applying a consistent evaluation framework to determine which opportunities are worth pursuing based on factors such as audience demographics, event purpose, tone and relevance, geographic priorities, expected reach, cost, alignment with CHN priorities and values, potential impact, and overall value for money.

Working remotely, the Event and Sponsorship Research Coordinator will proactively discover opportunities across Canada, research organizers and audiences, assess sponsorship packages, and make clear, evidence-informed recommendations about where CHN should invest its time and marketing dollars. Opportunities may include both events attended by CHN representatives and sponsorships where CHN has no staff presence.

Event and Sponsorship Research Coordinator Philosophy:

- Deliver meaningful community engagement by recommending opportunities that reflect a clear understanding of audiences, CHN priorities and local needs;
- Uphold the highest level of service by being flexible, attentive, reliable and responsive with stakeholders and colleagues;
- Take ownership and follow-up (TOFU) – take ownership of research, recommendations and organizer follow-up, and provide clear handoffs to colleagues who attend or support approved opportunities;
- Communicate and develop effective working relationships with colleagues, event organizers, partners and community organizations following CHN policies and expectations.

Responsibilities:

- Discover and research relevant events, community initiatives and sponsorship opportunities across Canada;
- Evaluate opportunities using CHN's established criteria and scoring framework;
- Follow CHN's event selection criteria guidelines to determine which events and opportunities to focus on;
- Ensure research and recommendations reflect CHN's national and regional priorities and broader organizational objectives;
- Assess audience fit, demographics, alignment with CHN values, geographic relevance, cost, anticipated impact, and potential value;
- Communicate with event organizers to gather and verify information, pricing and sponsorship details;
- Recommend whether CHN should attend, sponsor, monitor or decline opportunities, with clear rationale for recommendations;

- Maintain a national event and sponsorship calendar, opportunity pipeline, and track upcoming decision deadlines;
- Identify opportunities for strategic partnerships beyond traditional event participation;
- Track decisions, costs, outcomes and available measures of impact, and lessons learned to help CHN continually improve its event and sponsorship investment decisions and inform future planning;
- Build and maintain relationships with community organizations, event organizers, and charitable and non-profit partners;
- Ensure approved events and sponsorships are secured and planned with sufficient lead time;
- Ensure clear communication of expectations, timelines and participation requirements to colleagues responsible for execution;

Knowledge, Skills & Abilities:

- Excellent interpersonal and relationship-building skills, including experience engaging with the public through events and community initiatives;
- Strong research and analytical skills, including the ability to gather information from multiple sources, assess its reliability and translate findings into clear recommendations;
- Strong written and verbal communication skills, including coordination and follow-up;
- Ability to build effective relationships with multiple stakeholders and cross-functional teams;
- Strong organizational and project management skills, with the ability to manage multiple opportunities, deadlines and priorities simultaneously;
- Sound judgement, curiosity and problem-solving skills, with the ability to adapt to changing priorities and circumstances, and make recommendations when information is incomplete;
- Ability to assess opportunities objectively against established criteria, including audience fit, strategic alignment, cost and anticipated value;
- Comfort working with data, tracking results and identifying trends and insights over time;
- Working knowledge of office and communication tools, and ability to learn and effectively use CHN systems and tracking tools;
- Understanding of marketing, sponsorship, community engagement and/or partnership development is an asset;
- Knowledge of Canada's diverse communities and the ability to consider regional and cultural differences when evaluating opportunities is an asset;
- Fluency in English and French is mandatory.

Working Conditions:

- Open availability and flexible working hours including weekdays, weeknights and weekends;
- Home office environment;
- Reliable high-speed internet access required;
- Cell phone required for coordination and communication;
- Availability during CHN's core working hours, with occasional flexibility outside regular hours where required;
- Occasional travel and/or event attendance may be required based on business needs.

Other Documents:

- Performance Expectations – All Colleagues

CANADA HOMESTAY NETWORK IS COMMITTED TO THE PRINCIPLES OF EMPLOYMENT EQUITY.