

## Vice President, External Relations

Reporting to the CEO, the position of VP, External Relations is responsible for promoting Innovation Asset Collective's (IAC's) mission through partnerships and member experience. The successful candidate will be responsible for establishing and directing IAC's marketing and partnership funding strategies to create awareness, attract new members and support further demand for our products and services.

These partnerships include, but are not limited to, Government Institutions, Crown Corporations, Intermediaries such as Incubators or Accelerators, and other organizations working with Canadian SMEs to increase their freedom to operate (FTO) and implement IP strategies that enable commercial success.

This opportunity requires full time attention as a member of a virtual team, working from home, with the ability to travel to meetings in-person across Canada.

### Key Responsibilities include:

#### Marketing and Partnerships

- Provide expertise and leadership to a team, in the development and implementation of comprehensive marketing, communications and event management strategies aligned with the IAC's mission, goals, and target audience.
- Develop and manage the department's budget, ensuring efficient allocation of resources and maximizing return on investment
- Guide the organization in the development of plans to recognize value in our education and report content; monetize content, and manage revenue opportunities through partnerships
- Accountable for the management of IAC's brand strategy with prospective partner organizations and IAC's member companies
- Establish key performance indicators (KPIs) and metrics to measure the effectiveness of marketing and partnership efforts, providing regular reports and analysis to senior leadership and the board of directors

#### Member Experience

- Identify and pursue opportunities for partners and other organizations to enhance membership development efforts and broaden the organization's reach
- Create and oversee our member engagement model, ensuring members receive the best experience and value from their relationship with IAC
- Lead the ownership and execution of Membership Advisory Council to enhance member experience

### IAC's Senior Leadership Team ("SLT") Responsibilities

- Align with SLT colleagues on strategic planning for IAC and report on progress to the Board of Directors
- Provide clear roles and responsibilities to a team of professionals, along with consistent feedback to ensure alignment for a high-performance culture and collaborative team environment within IAC
- Work closely with other members of the leadership team to foster a culture of collaboration, innovation, and excellence across all areas of organization.

### Other potential aspects of the role

- Working in partnership with the CEO to evolve existing and foster new relationships with officials, elected representatives and key contacts within government departments to further IAC's reach and reputation as a valued partner within Canadian IP ecosystem
- Stay abreast of relevant government initiatives and programs, and be involved where applicable
- Work with organizations such provincial innovation agencies, accelerators, incubators, and innovation funding organizations to extend the reach of IAC's efforts to build IP capacity

### Required experience and education

- Education in a post-secondary institution with a focus on business or marketing is preferred
- 10+ years' experience building and leading effective and high performing teams and organizations
- Experience in scaling an organization through repeatable, monetization of content
- Experience in Government/Public/Not-For-Profit space
- Experience working with innovation or IP policy or exposure to corporate IP strategy, including patent portfolio management is an asset

### Key competencies for success:

- Virtual leadership skills and an ability to motivate others to do their best work
- Strategic mindset with an ability to drive the detail
- Strong listening and communication skills
- Exceptional collaboration and relationship building skills
- Fluency in written and spoken French, with the ability to effectively communicate with French-speaking stakeholders and audiences.

### About IAC

The Innovation Asset Collective (IAC) is a not-for-profit, membership-based organization funded by the Government of Canada. IAC empowers SMEs to grow systematically with resources that increase their freedom to

operate (FTO) and create capacity to implement IP strategies. This allows Canadian business to scale and gain commercial success in global markets.

Established in 2019, IAC focuses on empowering members to align their IP strategy to commercial goals. Members can access a comprehensive suite of resources including a growing patent portfolio, IP insurance, education, toolkits, and funding.

With over 200 members, IAC is dedicated to enhancing Canadian SMEs' global market access by mitigating IP-related risks and fostering strategic IP ownership positions, with the support of a team of world-renowned IP experts.