



JOB POSTING: OUTREACH COORDINATOR | Contract | Part-Time

CAREER PROFESSIONALS OF CANADA IS GROWING – HELP SHAPE CAREER DEVELOPMENT IN CANADA

Are you a personable, results-driven professional with a passion for career development? Join Career Professionals of Canada as our **Outreach Coordinator** to expand our reach, grow membership, and support our programs, courses, and certifications. Reporting to the Executive Director, you will drive lead generation, member engagement, and revenue growth while helping members thrive and feel valued in a dynamic, national association.

ABOUT CAREER PROFESSIONALS OF CANADA

Established in 2004, Career Professionals of Canada (CPC) attracts members from all provinces and territories, and beyond. Our national membership includes career professionals from universities and colleges, government agencies, non-profit organizations, and the private sector. Incorporated as a not-for-profit association in 2022, CPC provides value through membership benefits, professional development courses, certifications, awards programs, and engagement opportunities. For more information on our association, please visit <https://careerprocanada.ca/>.

KEY ACCOUNTABILITIES

Sales & Business Development

- Generate leads through social media and interaction with potential members and students.
- Sell membership, courses, certifications, and events to prospects using effective sales strategies.
- Understand and articulate CPC's values, vision, mission, and programs.
- Handle inquiries from prospects via email, phone, and Zoom.
- Guide and support prospects in registering for membership, courses, certifications, and events.
- Manage group enrollment for memberships and courses, including invoicing.
- Work with the management team to track and forecast sales targets.

Member Onboarding & Support

- Respond to member inquiries via email and phone.
- Ensure new member information is accurate in the Member Portal.
- Maintain certification records, issue certificates, upload to member profiles, and send member "Congratulations" emails.
- Provide members with support and information to access the member portal, their profiles, courses, events, and other member benefits and services.

Member Engagement & Communications

- Implement engagement strategies to grow membership, drive registrations, and increase member retention.
- Identify and develop new channels for recruiting members across Canada.
- Build CPC brand awareness through social media (LinkedIn and Facebook).
- Develop messaging, represent CPC, and promote programs to organizations.
- Follow up with new and lapsed members to support engagement.

Reporting & Special Projects

- Produce monthly reports and track metrics against predetermined targets.
- Participate in leadership team and committee meetings as appropriate.
- Assist in planning and delivering outreach campaigns, partnerships, and special projects.





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QUALIFICATIONS

- 3+ years of experience in sales, marketing, and business development.
- Proven experience in social media marketing and communications development.
- Experience supporting a professional or member-driven association.
- Comfortable with customer relationship and member management systems such as Wild Apricot.
- Familiarity with adult learning and online course platforms such as TalentLMS.
- A passion for career development and a commitment to CPC's mission.

ATTRIBUTES

- **High professional standards.** Your values align with CPC's *Code of Professional Conduct*. You subscribe to the principles of ethics, integrity, professionalism, competence, diversity, inclusion, community, and relationships.
- **Numbers and results driven.** You have strong knowledge of the sales process from initiation to close and are highly motivated by achieving sales quotas and goals.
- **People person.** You enjoy communicating with people by email, phone, and on Zoom. You know how to interact and build strong relations with colleagues and stakeholders in our profession.
- **Skilled writer.** You can write communications for a range of audiences. You have strong copy-editing and proofreading skills and use Microsoft Office at an intermediate to advanced level.
- **Online relationship builder.** You have hands-on experience working with digital communications. You know how to connect with colleagues and build relationships through social media.
- **Remote worker.** You are technically savvy and comfortable working remotely. You have a fast and secure internet connection and work in a space where there is no distraction.
- **Self-directed.** You have exceptional time management skills. You return calls promptly, manage projects effectively, and meet ongoing deadlines.
- **Collaborative.** You thrive working in a small, multi-functional team environment. You are flexible in response to CPC's evolving needs.
- **Value career development.** You have a genuine interest in the profession. You know the value of CPC's membership, courses, and certifications, and you are energized by the opportunity to help grow our association.

APPLICATION PROCESS

This is a remote, part-time position (up to 20 hours per week). The successful candidate will provide their own equipment, including a computer and fast, secure internet. Services will be contracted as an independent contractor, with compensation based on experience. Benefits include CPC membership and access to all programs, courses, and certifications at no cost. Candidates must be eligible to work in Canada. If short-listed, candidates must be able to provide at least two professional references.

Qualified applicants are invited to submit their résumé and cover letter:

- **Deadline:** December 20, 2025
- **E-mail:** info@CareerProCanada.ca
- **Reference:** CPC Outreach Coordinator
- **Organization Contact:** Career Professionals of Canada Selection Committee

We sincerely thank all applicants. Only those selected for further consideration will be contacted.

