

**REQUEST FOR PROPOSALS:**

Community Engagement and Business Development, ULI Alberta

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world - driven by our mission to shape the future of the industry and create thriving communities around the globe.

ULI's Alberta is a volunteer-run District Council of ULI Global that convenes emerging talent and expert voices to share best practices and shape projects in our communities through publications, events, tours, and initiatives including annual industry trend forecasts, downtown symposium events, youth leadership programs, and more.

To build our Chapter's capacity and grow our program capabilities to further serve our mission, ULI Alberta is seeking proposals for a Director of Community Engagement and Business Development.

The project is a 12-month long contract wherein the successful applicant will lead the development and execution of ULI Alberta's community engagement and business development strategy and associated tactics in market, working closely with dedicated volunteers and contractors.

The scope of the project includes:

- Lead the execution and success of ULI Alberta's Strategic Plan, designing and executing strategies and tactics in support of our growth goals, acting as a strategic advisor and leader for ULI Alberta committees and representatives
- Lead the business development strategy to attract, engage, and retain annual industry sponsors, working as the main relationship liaison between the Board of Directors and ULI Alberta sponsors.
- Define and build revenue growth opportunities that complement and enhance the strategic plan.
- Design and implement, in partnerships with committee representatives, a membership growth strategy, working to increase membership and create value for them in communities across Alberta, namely in Edmonton and Calgary.
- Thought leadership and communications - actively positioning ULI in the industry as a trusted leader, and representative of our member base. The scope of work will include designing and implementing a strategy to host at least one ULI Global Advisory Services Panel to bring international ULI expertise into Alberta.
- Programming and partnership growth strategy - working with ULI Alberta's Board of Directors and Committees to grow programs such as UrbanPlan and the Young Leaders mentorship program.
- Assist with the coordination of other District Council responsibilities related to staffing committees, participate in strategic planning sessions and creating budgets and recertification plans for yearly review.

Proposals Must Include:

- Overview of the applicant's professional work experience
- Overview of community-building, business development, or member drive projects that the applicant

has led in the past

- 5 bullet points about how the applicant would increase awareness of ULI Alberta as a thought leadership organization, drive membership, and increase member and sponsor engagement
- A statement about how you think the real estate and development industry can help communities thrive

Applicant Considerations:

- Experience with local real estate and land use issues is important;
- Must be proficient in professional oral and written communication and interpersonal skills to work with senior business and public sector executives;
- Experience working with and managing volunteers;
- Ability to prioritize tasks, to handle multiple tasks concurrently and completely, with responsible follow-through;
- Use of personal vehicle is required for travel;
- Provincial travel will be required;
- Some out of country travel may be required;
- Personal office space, computer and cell phone are required

Please send all proposals to spryng.kubicek@uli.org