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National Partnership Manager

Location: Toronto, ON, CA, M5G 2M1 Calgary, AB, CA, T3N 1S5 Ottawa, ON, CA, K1G 4J5
 Dartmouth, Nova Scotia, CA, B3B 0H7 Saint John, New Brunswick, CA, E2K 0H6
 Edmonton, AB, CA, T6G 2R8 Brampton, ON, CA, L6T 5M1
 Vancouver, British Columbia, CA, V6H 2N9 Winnipeg, MB, CA, R3E 3R4
 St. John's, NL, CA, A1B 3Z9

Please note this role will work in a hybrid environment. **The successful candidate will be working at one of our major site offices, with a preference for Toronto (67 College Street) or Ottawa (1800 Alta Vista Drive)** and will be working a mixture of on-site and off-site work based on the parameters for our operations to meet the needs of our donors, our staff and our communities. Currently, employees are expected to have an in-person presence for at least 40% of their work time. This requirement may vary depending upon circumstances.

Job category: Communications, marketing and public affairs

Job posting ID: 8389

Employment status: Regular full-time

Classification: PTS

Salary/Rate of pay: \$89,894 - \$108,493

Application deadline: 2026-03-12

- This external job posting may close earlier than the advertised deadline. We recommend applying as soon as possible.

Application requirements:

- Your up-to-date resume.
- Job specific cover letter.
- We recommend you save a copy of the job posting for reference throughout the recruitment process.

Do you currently work for Canadian Blood Services? All employees must apply via the [internal career page](#).

Together, the work we do connects people and changes lives — including your own.

Be part of a dynamic, collaborative and caring organization committed to saving and improving lives. Thousands of patients depend on us every day for reliable access to safe blood, plasma, stem cells and organs and tissues.

If you're looking for a rewarding experience with a values and mission-driven team, join **Canada's Lifeline** and discover a role where your work is meaningful, your purpose is clear, and your impact is felt every day.

We acknowledge that the work of Canadian Blood Services spans many Territories and Treaty areas across the country, and we are grateful for the Traditional Knowledge Keepers and Elders who have guided us in this important work. We recognize the land and waters that have inspired our work and offer gratitude to those Indigenous peoples on whose territory we work, live and play.

About the role

Canadian Blood Services is looking for a **Regular full-time National Partnership Manager** to join our dynamic Recruitment and Development team in the **Donor Engagement and Corporate Reputation (DECR) division**.

The **Recruitment and Development team** is responsible for inspiring participation in Canada's Lifeline. The team works collaboratively and diligently to engage corporate and community partners in our mission, motivated to grow and diversify the donor base to meet patient need.

In this high-impact role, you will oversee a portfolio of high-value corporate and community partnerships, proactively identifying and establishing innovative, multi-faceted collaborations. You bring relentless dedication to driving growth across diverse business objectives, with expertise in building activations through employee engagement, cause-marketing, sponsorship, and

philanthropy. Leveraging your rich experience in partnership development and partner-centric attitude, you will design custom, mutually beneficial opportunities that deepen the connection between Canadian Blood Services and its supporters, positioning us as a true 'partner of choice'.

Formula for success

- Serve as the primary relationship manager for a portfolio of high-value partners.
- Apply a partner-centered relationship management philosophy by actively exploring and understanding partner interests, drivers, and social impact goals to design and deliver mutually beneficial, effective, and deeply aligned partnerships.
- Implement effective moves management to engage partners and prospects at all stages of the partner life cycle, including prospect identification, cultivation, solicitation, activation, stewardship, and retention.
- Achieve incremental, annual growth in partner activations across a diverse range of KPIs, including biological product donations, financial revenue, and in-kind contributions.
- Monitor and track partnership performance, analyzing results and leveraging data to make recommendations for enhancements and identifying new opportunities for growth.
- Effectively collaborate, communicate, and brief internal stakeholders on the ongoing evolution and implementation requirements of partnership activities, including reporting to the board and senior leadership, as required.
- Maintain knowledge of current trends and changes to Canada Revenue Agency (CRA) requirements, privacy requirements, and CBS regulatory requirements, policies, procedures and practices to ensure department compliance.
- Maintain a comprehensive understanding of trends in corporate and community partnerships, applying principles and methodologies in employee engagement, fundraising, cause-marketing, sponsorship, recruitment, and corporate/ community engagement and activation.
- Work in collaboration with the leadership team to support the development of the budget, key performance indicators, targets and evaluation measures for the national partnership portfolio.

Desired education and skills

- Post-secondary education in a related field with a minimum seven (7) years of demonstrated success in partnership development, business development, community engagement, or corporate/ community fundraising and/or equivalent combination of education and related experience.
- Excellent communication skills, comfortable preparing reports and speaking to/presenting to large groups, including senior corporate and community leaders.
- Strong analytical thinking and business acumen to track, evaluate, and report on partnership performance and potential.
- Ability to understand and translate corporate strategies and objectives, as well as complex external trends, into comprehensive multi-year portfolio strategies and tactical implementation plans for partnership accounts.
- Proven record of success in partnership development, with experience managing and growing complex relationships with partners in the charitable or corporate social responsibility (CSR) sector.

- A demonstrated understanding of the complete sales cycle from rapport building, needs analysis, proposal development, through to negotiating, closing, stewardship, and effective pipeline management.
- Knowledge of latest trends, developments and practices in corporate sponsorship/partnerships, community engagement, philanthropy, and donor relations.
- Ongoing commitment to professional development training, certifications, or accreditations in relevant fields.

What we offer you

- 4 weeks' vacation
- Annual performance award up to 8%
- Comprehensive group health, dental and vision benefits for you and your family
- Defined benefit pension plan
- Employee discounts, wellness program, professional resources

What you can expect

- This role will work in a hybrid environment with requirements to be onsite at Canadian Blood Services location 40% of the time/2 days of the week.
- You will be expected to travel nationally for this role, and as required.

Diversity and inclusion play a vital role in ensuring health equity for patients across Canada. We are committed to reflecting Canada's population in our organization and fostering an environment where all employees can be their authentic selves, with equal opportunities to succeed and contribute.

If this role resonates with you, we encourage you to apply by providing your up-to-date resume. This could be your first step towards a meaningful and inspiring career. Come to work each day knowing that you save lives.

We thank all applicants for their interest. However, only those considered for an interview or those invited to participate in an assessment will be contacted. Emails are sent directly from our system, to ensure you receive them please add donotreply@blood.ca and system@successfactors.com to your safe senders list.

Applicants who require accommodation should discuss their needs with us.

#LI-HYBRID

#LI-TM1

#LI-Ontario

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