



**Human
Resources
Professionals
Association**

Overcoming workplace and business disruption relies on skilled and strategic leaders, and the human resources profession continues to evolve to take on the challenges of today, and the future. The Human Resources Professionals Association (HRPA) supports businesses and protects the public by regulating and advancing the capabilities of HR professionals in Ontario, enabling organizations to unlock the human potential that exists in their workplaces. The HRPA ensures that over 23,000 members and students have the most up to date tools and the advanced skills to lead our workplaces into the future. The HRPA regulates HR professionals in the public interest. Members are held to the province's highest standards, so Ontario workplaces can trust members to unlock business growth and optimize employee potential. From the power of AI and technology to human rights and IDEA (inclusion, diversity, equity, and accessibility), businesses are relying on HR more than ever, not just as exemplary operators, but as strategic partners. The HRPA is excited to embark on an exciting new strategy and vision to advance the world of work and propel the HR profession into the future.

We are looking for an Early Career Specialist to join our Membership and Governance team!

The Opportunity

The Specialist, Early Career role will focus on HRPA's member acquisition and experience. This role will deliver high quality standards amid planning & execution of processes for member acquisitions, especially student members. The role includes a variety of duties, including developing format, coordinating, and running new member welcome/acquisition events, leading recruitment sessions for internationally educated professionals, supporting recruitment campaigns, creating, and delivering member benefits presentations, and facilitating a committee of volunteers to conduct member checkpoints throughout member lifecycle.

The successful individual will be exceedingly well organized, flexible, comfortable with public speaking in front of large groups, and enjoy the challenges of working in a fast-paced environment. There is a significant amount of travel throughout the Province of Ontario and unusual hours when presenting at various Educational Institutions and other venues.

**This individual must have a valid "G" driver's license in Ontario.*

A more thorough account of the job duties and requested experience can be found below the link to apply.

What's in it For You

This position offers a unique opportunity to make a **meaningful impact** on the professional development of HR professionals and will be at the forefront of **shaping the future of HR**.



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The target starting cash compensation range for this new position is **\$65,000 – \$75,000** base salary per year, with short-term incentives 'at target' of **5%** of salary.

HRPA offers a **hybrid workplace, competitive benefits, paid time off, and many other perks**; supporting you to reduce any stress that can come from *flowing* between home and work-life so you can spend your energy on what matters and deliver the outstanding results you are already known for.

You'll also have potential for **learning and skill development** in a **dynamic work setting** as you work closely with experienced professionals to **cultivate and contribute to HRPAs inclusive and innovative culture**, where the work is grounded in values and mission-based decision-making principles.

How to Apply

If you are excited by the potential of this opportunity, and truly believe you can bring the drive, energy and proven experience and achievements to succeed as our **Early Career Specialist**, we invite you to apply!

Please apply through our portal by [Clicking here](#) by **May 22, 2024**.

EARLY CAREER SPECIALIST

Responsibilities

Member Acquisition

- Working with multiple departments to improve HRPAs value proposition to prospective members.
- To build and lead member acquisition events, especially student events, recruitment campaigns and automated email campaigns.
- Attending trade shows and conferences on behalf of HRPAs to recruit new members.
- Host student recruitment sessions at post-secondary institutions to recruit HR students
- Track the progress across all the efforts and present the reports to management on effectiveness of the project.
- Identify areas for growth through partnership opportunities and manage HRPAs member recruitment budget, review return on investments and forecast.

Member Experience

- Ensure overall positive experience of members by monitoring member event attendance and create campaigns to engage members who have not yet attended HRPAs events.
- Identify micro-volunteer opportunities to engage members who are yet to volunteer.
- Support with concept design and execution of HRPAs member & student programs & identify new potential online community groups for member discussion.



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- Lead provincial resume clinic – support volunteers, provide tools and resources.
- Lead Student Ambassador program – recruit students annually, host monthly calls, engage students on our online community and provide tools and resources.
- Support manager of member acquisition with social media campaign to engage prospective members.

Member Retention

- Imagine and implement new member welcome events by supporting Provincial Membership Committee of volunteers to conduct member touchpoints throughout member lifecycle and remind members of renewal.
- Take part in annual renewal campaign and membership lifecycle processes and provide feedback for continuous improvement.
- Develop surveys to better understand member's wants/needs to assist with development of recruitment plans. Utilize digital marketing tools to engage, track, and report on prospects.

Acquisition of Additional Markets

(Internationally Educated Professionals & Allied Professionals Support)

- Develop relationships with organizations who support IEPs & Allied Professional members.
- Share information and host sessions with organizations who support IEPs, build relationships with professional organizations to increase allied membership and act as main contact for IEPs & Allied professionals contacting HRP.

Education, Qualifications & Skills

- 3-5 years of progressive experience in member acquisition and sales.
- Bachelor's degree or diploma in related field, business administration, HR, communications, or marketing, or combination of on-the-job experience and education
- Strong relationship with volunteers and experience in member recruitment.
- Experience in committee management and customer service.
- Experience in digital marketing and analytics and CRM database management.
- Advanced technical skills and proficiency in Microsoft Office (Word, Excel, PowerPoint)
- HubSpot and Hire Logic experience is an asset.
- Must possess a valid "G" driver's license.

The successful individual must be:

- Team player, be able to maintain focus on details of the position and be able to meet recurring deadlines with minimal supervision.
- Superior work ethic and organizational skills
- High level of professionalism, resourcefulness, dependability, and reliability
- Superior verbal and written communication skills. Must be comfortable speaking to large groups, both in person and online



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We invite all interested individuals to apply and encourage applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions.

We are an Equal Opportunity Employer. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, the company will provide accommodation throughout the recruitment, selection and/or assessment process to applicants with disabilities. If selected to participate in the recruitment, selection and/or assessment process, please inform the HR Department of the nature of any accommodation(s) to ensure your equal participation.