

**Make-A-Wish® Greater Bay Area**  
**Corporate Development Director**  
**JOB DESCRIPTION & ANNOUNCEMENT**  
**9/17**

Make-A-Wish Greater Bay Area grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Our Chapter serves children from Monterey to the Oregon border and will grant over 400 wishes this year. We have a committed network of board members and advisors as well as an extensive network of over 650 volunteers throughout our territory.

Our chapter has an ambitious three-year goal to grant the wish of every eligible child within our territory, ultimately granting over 500 wishes per year. To achieve this goal, we are seeking a driven individual to join our team to help diversify and build our revenue streams, by helping establish best practices and processes to support our fundraising efforts.

**Job Title:** Corporate Development Director

**Supervisor:** Chief Development Officer

**Job Summary:** Develops, implements and manages holistic programs and strategies to identify, cultivate, solicit and steward corporations and businesses to meet annual revenue goals through corporate funding programs; event sponsorship; and corporate grants. Maintains and solicits a personal portfolio of corporate contacts. With CEO & CDO, manages Regional Advisory Councils. Manages, mentors and coaches the Corporate Team – Senior Corporate Relations Manager, Corporate Relations Manager, Corporate Development Officer (pt)

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#### **CORPORATE GIVING LEADERSHIP**

- Train, supervise and review the performance of the Senior Corporate Relations Manager, Corporate Relations Manager and Corporate Development Officer.
- Establish annual gift goals and the strategies and metrics needed to meet or exceed the goals.
- Identify, oversee and develop the marketing, cultivation, solicitation and stewardship of key corporate partnerships in support of stated yearly revenue goals.
- Manage a highly tailored portfolio of approximately 75-100 assigned corporate prospective donors at various stages of cultivation cycle from identification through solicitation and stewardship. Serve as player/coach while leading the Corporate team towards a \$1.85M revenue goal.
- Lead efforts to seek and embrace new opportunities and partnerships to grow and expand the revenue of the corporate giving portfolio.
- Develop and manage corporate development budget.
- Develop comprehensive timelines and revenue forecasts for corporate giving programs.
- Monitor monthly revenue and expense projections and metrics for areas of responsibility.
- Collaborate with program team to develop holistic approach for both monetary and in-kind proposal asks, for partnerships that crossover both departments.
- Collaborate with Marketing team to develop effective collateral for approaching corporate partners.
- Attend monthly meetings of the Marketing team and collaborate to develop corporate marketing strategies that meet organizational and corporate partner goals.
- Conducts initial research on corporate donors, prospects and suspects as needed to help develop relationships.

#### **CORPORATE GIVING MANAGEMENT**

- Plan and manage general corporate fundraising community events
- Create and guide the development of corporate grant proposals and reports to corporate partners.

#### **EVENT SPONSORSHIP**

- Oversee strategy and planning to retain and identify and secure new corporate sponsors for Wine and Wishes, Wishes in Wine Country and Walk for Wishes
- Collaborate with Development and Events team on territory-specific events to identify, solicit, cultivate and steward prospects to reach stated goal.
- Supervise fulfillment of corporate sponsorship benefits and stewardship.

- Conduct annual audit of sponsorship levels and benefits to ensure we are competitive with like events in the community.

#### **REGIONAL ADVISORY COUNCIL & BOARD ENGAGEMENT**

- With the CEO & CDO, support development of and activities of Regional Advisory Councils (RAC) to solicit, cultivate and steward new and existing corporate partners in support of achieving the organization's stated corporate goals.
- Work closely and collaboratively with CEO, CDO and RAC's to identify top priorities
- Educate the RAC about corporate fundraising, chapter events and programs to leverage their skills and talents to actively fundraise.
- Meet one-on-one with select members to develop key goals and strategies to support council initiatives.
- With CEO & CDO, develop agendas and regular meetings for RAC's
- Communicate corporate development work between the RAC's, Board and MAW fundraising staff regularly.

#### **MAWA CORPORATE ALLIANCES AND CAUSE-RELATED MARKETING PARTNERS**

- Serve as primary contact for Make-A-Wish America's Corporate Alliance team and other chapters.
- Provide leadership and strategic direction to set priorities for chapter engagement in all MAWA corporate promotions/campaigns as well as cause-related marketing partners' involvement with local chapter.
- Collaborate with CEO & CDO on execution strategies and overall donor management for MAWA corporate partners and cause-related marketing partners in support of achieving chapters' stated revenue goals.
- Supervise management of MAWA partnerships and cause-related marketing partnerships by the Corporate Team.
- Review and approve all local cause-related marketing partnerships in accordance with MAWA policies and guidelines.
- Oversee cause-related regional marketing by providing expertise and resources to manage events in those markets.
- Maintain project files as required by local and national office standards.

#### **ADMINISTRATION**

- Collaborate with CDO on stewardship for corporate donors.
- Complete/ file prompt contact reports and build information on corporate donors and prospects in the database.
- Ensure the confidentiality and security of proprietary and donor information.
- Provide positive and professional representation in the community on behalf of Make-A-Wish.
- Other duties as assigned.

#### **DESIRED QUALIFICATIONS**

- BA/BS or equivalent combination of education and work experience
- 5-7 years non-profit development experience, with expertise and in corporate sector. 2+ years staff supervisory experience.
- Budget management experience preferred
- Knowledge of Bay Area corporate philanthropy a plus
- Able to gather and interpret information for business research; commercially aware and customer-focused.
- Excellent communication, organizational and computer skills necessary/ Desktop publishing, Excel, and *Raisers Edge* experience preferred.
- Demonstrated record of customer service and relationship building experience desirable.
- Proven ability to work on multiple projects with tight timelines and limited budgets
- Must thrive in a collaborative, team-oriented environment.
- Commitment to the Make-A-Wish ® mission.

#### **PHYSICAL REQUIREMENTS**

- Must possess a valid driver's license and physical ability to drive a motor vehicle
- Ability to lift 40 lbs

#### **TO APPLY:**

Send a letter of interest and a resume to:  
Corporate Development Director Search  
Make-A-Wish Greater Bay Area  
Email: [jobs@SFWish.org](mailto:jobs@SFWish.org)

Office Location  
1333 Broadway, Suite 200  
Oakland, CA 94612

No phone calls, please. Position is open until filled. EOE