



Greater Bay Area

Job Announcement

Corporate Relations Manager

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 anticipates fulfilling over 400 magical wishes this year. Each wish is unique and is the dream of a child who is critically ill, the resulting smiles speak volumes to the healing effects of a wish come true.

The Corporate Development department is responsible for raising \$1,850,000 in corporate donations annually. The Corporate Relations Manager is responsible for fundraising with existing corporate partners as well as developing and maintaining new corporate partnerships through a number of programs (event sponsors, general fundraising promotions, employee-driven events, cause-related marketing, auction donations, etc.) The successful candidate we seek is passionate about our mission, comfortable speaking to small and large groups about our mission, is a team player as well as creative self-starter that will take the initiative to get the job done. This full-time, exempt position currently reports to the Chief Development Officer during a search for a Corporate Development Director, and works on a team with a Corporate Development Officer and a Senior Corporate Relations Manager.

RESPONSIBILITIES:

CORPORATE GIVING

Work with the Chief Development Officer and the Corporate team to Identify and develop the marketing, cultivation, solicitation and stewardship of key corporate partnerships in support of stated yearly revenue goals.

Prospect and cultivate corporate partners/prospective donors

Manage a tailored portfolio of 150 assigned corporate prospective donors at various stages of cultivation cycle from identification through solicitation and stewardship.

Write and personally present solicitation proposals to prospective partners and sponsors; write and facilitate terms of agreement; close gift agreements

Work with Chief Development Officer on strategy and implementation of the Business Challenge as a Corporate Giving Opportunity.

Maintain a database of partnership opportunities using The Raiser's Edge: complete and file prompt contact reports and build information on corporate donors and prospects.

EVENT SPONSORSHIP

Collaborate with communications team to develop effective collateral for approaching corporate partners.

Collaborate with Events team on event strategy involving event sponsors and event logistics.

Retain past sponsors and identify and secure new corporate sponsors for internal events

Manage fulfillment of corporate sponsorship benefits, corporate acknowledgement and stewardship.

Manage assigned partners (national and local), facilitate renewals, and actively seek new sources of funding, work to create a win-win while increasing support for Make-A-Wish

CAUSE MARKETING

Work with Chief Development Officer and the Corporate team on execution strategies and overall donor management for MAWA corporate partners and cause-related marketing partners in support of achieving chapters' stated revenue goals. Develop and coordinate cause-related marketing programs, ensuring consistency and adherence to standards provided by MAWA.

Lead local cause-related marketing efforts by being point of contact for any partnership inquiries and determine partnership eligibility based on potential revenue growth of \$1,000+.

Create, solicit and close cause-related marketing proposals with new and existing partners.

Prospect and cultivate national and regional brands with a focus on cause-related marketing partners.

Use strategic communications in concert with the Marketing Team to steward \$10,000+partnerships through social media

Develop new and innovative ways to maximize gaming/tech relationships in an effort to grow funding and community support for MAWBA

Work closely with gaming and consumer companies to build strategic partnerships and campaigns in an effort to generate awareness and funding for MAWBA

Be/become a subject matter expert on gaming/tech fundraising platforms

COUNCIL ENGAGEMENT

Serve as staff liaison for our Young Professional Advisory Council (YPAC) and other Regional Advisory Councils as necessary.

Work strategically with YPAC members to secure Employee Giving Programs and Company Match Giving.

EXPERIENCE & SKILLS:

Strong understanding of sales, corporate philanthropy, sponsorship and marketing.

BA or equivalent, minimum 4 years experience with face-to-face solicitation or sales , ideally with nonprofit development experience.

Professional demeanor in person and on the phone, strong customer service skills.

Excellent communication, organizational and computer skills necessary / Raiser's Edge experience preferred

Ability to work both independently and as a member of a team.

Interest in nonprofit work and belief in the value of community service.

Valid CA Driver's License and access to personal car for occasional travel.

Some evening and weekend commitments required.

Ideal candidate will be well organized, have excellent and prompt follow through, meet deadlines and love working in a fun and fast paced environment for a world-class charity!

To apply:

Send a letter of interest and a resume to:

Corporate Relations Manager Search

Make-A-Wish Greater Bay Area

Email: jobs@SFWish.org

Office Location

1333 Broadway, Suite 200

Oakland, CA 94612

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