



Job / Position Title: Corporate Engagement Manager
Department: Development
Supervisor: Senior Director of Corporate Engagement
Status & Classification: Exempt
Date: November 2024

Together, we create life-changing wishes for children with critical illnesses. From our humble beginnings with one boy's wish to be a police officer, we have evolved to be one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and 500+ regional volunteers, Make-A-Wish Texas Gulf Coast and Louisiana grants more than 600 children's wishes each year.

Position Summary:

The Corporate Engagement Manager establishes, cultivates and manages relationships with key stakeholders, community supporters and volunteers to bring corporate relationships to their full potential. The Corporate Engagement Manager has a proven track record of communicating a clearly articulated case for support, while identifying, cultivating, and closing corporate gifts of \$10K+. The role includes collaborating with the development, mission delivery and community engagement teams to celebrate wish granting with corporate sponsors. This role is responsible generating \$400k+ in revenue from a portfolio of 30-40 accounts.

Duties and Responsibilities:

- Generate strategic, integrated and viable partnerships benefiting Make-A-Wish with new brands.
- Develop and implement solicitation of corporate support and maintain knowledge of corporate giving interests and trends.
- Expand Make-A-Wish corporate partnership portfolio by identifying and prioritizing new prospects based on charitable giving, sponsorship/marketing focus, areas of interest, MAW circles of influence, and potential giving levels.
- Create, grow and scale innovative fundraising concepts, products and programs and integrate them within the organizational operational strategies, systems and processes of the chapter.
- Develop and implement renewal and upselling strategies for existing corporate supporters and seek ways to broaden support across philanthropic giving, cause marketing and employee engagement and volunteerism to achieve holistic partnerships.
- Create prospect strategies of cultivation, solicitation, and stewardship that include in-person meetings and site visits, concepts/LOIs/proposals, ROI reports, participation in events, and executive and trustee engagement.
- Create dynamic proposals, presentations, agreements, reports, and correspondence to corporate donors and prospects.
- Ensure implementation of all corporate sponsorship benefits/deliverables.
- Ensure accurate and timely maintenance of required information in donor database, including projections, proposal status, actions, accurate contact information, etc. and contribute to budget forecasting and financial projections on a regular basis.
- Partner with Volunteer Manager to maximize corporate employee engagement and volunteerism.
- Maintain a solid understanding of Make-A-Wish, its programs and initiatives, history and goals, and corporate and societal trends to draw cultivation and stewardship communications for corporate members and other corporate engagement partners and prospects.
- Ensure all appropriate coding in Salesforce for effective management of the portfolio.
- Stay abreast of best practices and fundraising innovations with a willingness to test new ideas.
- Perform all other duties as required.

Knowledge and Abilities

- Commitment to and a passion for the mission of Make-A-Wish Texas Gulf Coast and Louisiana.
- Provide excellent customer service and representation of Make-A-Wish to external supporters.
- Ability to manage and prioritize multiple tasks effectively.
- Detail-oriented and well organized.
- Experience with developing and implementing creative solutions to time sensitive work.
- Effectively identify prospects and leverage qualified leads, as well as their own network, to create unique partnership opportunities with corporations.
- Must have knowledge on corporate social responsibility and fundraising trends.
- Understanding and comfort level in volunteer management, corporate marketing, social media and event management.
- Strong written communication skills with a keen understanding of how to write to and connect with different audiences.
- Ability to prioritize concurrent tasks and manage projects, manage a high-volume workload in a fast-paced environment, adapt quickly to changing priorities, and help set and meet moving deadlines.
- Results-driven with proven success leading and managing projects.
- Proven ability to work both independently and as part of a team, is self-motivated and proactive.
- Proficient computer skills in Microsoft Office and database management.
- Comply with National Performance Standards along with chapter guidelines and procedures.
- Adhere to all Make-A-Wish® America performance standards and Make-A-Wish® Texas Gulf Coast and Louisiana policies and procedures.

Desired Qualifications

- Bachelor's degree required.
- 2+ years of non-profit development and event fundraising experience.
- 2+ years of marketing/development diversified partnership experience.
- Proven track record and knowledgebase in identifying, cultivating/stewarding, soliciting, and closing individual gifts and corporate sponsorships.
- Proven career track record that shows stability with an organization and a demonstrated ability to develop, nurture and build relationships.
- Salesforce experience preferred.
- Confidentiality and personal integrity are essential.

Working Conditions

This position will be based in the Stafford, TX office. The position requires the individual to work in an office environment in a shared office space. Incumbent must be willing to work some nights/weekends and travel within the territory.

Join Our Team of Inspired People Transforming Lives

We are more than a great place to volunteer - our work is life changing. We are an inclusive and diverse group of people who, through a mosaic of backgrounds, thoughts and experiences are united in purposeful work. We are fueled and guided by our values - values that are represented in the inspired people we work with and the transformational work we do every day.

We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity, sexual orientation, disability, perceived disability and other legally protected characteristics.