



Job / Position Title: Senior Director of Corporate Engagement
Department: Development
Supervisor: Vice President of Philanthropy
Status & Classification: Full-Time, 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 Senior Director of Corporate Engagement establishes, cultivates and manages high-level relationships with c-suite executives within national and multi-national corporations, as well as manages relationships with key stakeholders, community supporters and volunteers to bring corporate relationships to their full potential. The Senior Director of Corporate Engagement has a proven track record of communicating a clearly articulated case for support, while identifying, cultivating, and closing corporate gifts. The role includes collaborating with the VP of Philanthropy and President & CEO to develop a comprehensive corporate fundraising and employee engagement strategy to generate \$2M+ in revenue.

Duties and Responsibilities:

- Develop and lead the corporate engagement strategy for the organization.
- Guide and lead corporate development team, including Director of Corporate Engagement (Houston), Director of Development (Corpus Christi), and Community Fundraising Manager, to achieve revenue goals.
- Generate strategic, integrated and viable partnerships benefiting Make-A-Wish with new brands.
- Develop and implement solicitation of new 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, and MAW circles of influence.
- Create, grow and scale innovative fundraising concepts and programs and integrate them within the chapter's annual development plan.
- 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/volunteerism to achieve holistic partnerships.
- Engage in face-to-face meetings and conduct sales calls with corporate leaders and donors to cultivate relationships and inspire personal giving in addition to company sponsorships.
- Secure six-figure corporate gifts.
- Track progress towards corporate fundraising goals and report projections to senior management.
- Create dynamic proposals, presentations, agreements, reports, and correspondence to corporate donors and prospects.
- Ensure implementation of all corporate sponsorship benefits/deliverables.
- 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.
- Ensure all appropriate coding in Sales Force for effective management of the portfolio.
- Perform all other duties as required.

Knowledge and Abilities

- Provide excellent customer service and representation of Make-A-Wish to external supporters.
- Commitment to and a passion for the mission of Make-A-Wish.
- Able to effectively leverage qualified leads, as well as own network, to create unique partnership opportunities with Senior Executives and Fortune 500 & Fortune 1000 corporations.
- Must have extensive knowledge on corporate social responsibility and fundraising trends.
- Sales strategy, planning, and analysis skills are critical to performance success in this role.
- Strong 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 expertly manage projects, manage a high-volume workload in a fast-paced environment, delegate deliberately and ensure follow through, 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.
- Detail-oriented and well organized.
- Proficient computer skills in Microsoft Office and database management.
- 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.
- 10+ years of non-profit development and event fundraising experience.
- Proven track record and knowledgebase in identifying, cultivating/stewarding, soliciting, and closing individual gifts and corporate sponsorships that are \$25K+.
- 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.