MAKE-A-WISH FOUNDATION OF GREATER LOS ANGELES

JOB DESCRIPTION

Job Title:	Senior Manager of Corporate Partnerships & Events
Department:	Advancement
Reports To:	Director of Advancement
Position Type:	Full-Time
Work Environment:	Hybrid. (Mon, Tues, Thurs we are in person at our offices in Century City)

About the Organization: Make-A-Wish is one of the nation's most recognized nonprofits, creating life-changing wishes for children with critical illnesses. A wish experience can be a game-changer for a child with a critical illness. This one belief guides us in everything we do at Make-A-Wish. It inspires us to grant life-changing wishes for children going through so much. It compels us to be creative in exceeding the expectations of every wish kid. It drives us to make our donated resources go as far as possible. Most of all, it is the founding principle of our vision to grant the wish of every eligible child. Make-A-Wish of Greater Los Angeles is specifically going through a season of seismic change. We have recently restructured our Board, our Leadership, and our staff, and have a strategic plan for 3 years of methodical growth and expansion, both in our program delivery and in our staffing.

Position Summary: The Senior Manager of Corporate Partnerships & Events is responsible for developing and executing strategies to grow corporate philanthropic revenue, strengthen business partnerships, and maximize fundraising and donor engagement through events and community-based fundraising initiatives.

Reporting to the Director of Advancement, the Senior Manager will lead the identification, cultivation, solicitation, and stewardship of corporate partners, with a focus on building long-term relationships that generate sustainable philanthropic support for Make-A-Wish Greater Los Angeles. The Senior Manager will oversee corporate sponsorships, strategic corporate partnerships, workplace giving, employee engagement opportunities, and corporate participation in fundraising and mission-focused events.

The Senior Manager will also provide leadership and oversight of the organization's third-party and group fundraising program through direct supervision of the Third-Party & Group Fundraising Manager. This includes setting strategic priorities, establishing revenue and activity goals, evaluating performance, and ensuring that community fundraising initiatives align with the organization's broader Advancement strategy.

Working collaboratively with the Vice President of Advancement and colleagues across the organization, the Senior Manager will identify opportunities to connect corporate partners, employees, community groups, and event participants to the mission of Make-A-Wish.

Who you are: Make-A-Wish Greater Los Angeles is seeking a strategic relationship builder, an experienced fundraiser, and an effective leader who can translate opportunities into meaningful partnerships, measurable revenue growth, and lasting donor engagement.

Key Responsibilities

Corporate Partnerships & Revenue Development (25%)

- Develop and implement a comprehensive corporate partnerships strategy designed to grow philanthropic revenue and deepen corporate engagement with Make-A-Wish Greater Los Angeles.
- Identify, qualify, cultivate, solicit, and steward corporate prospects, including businesses, corporate foundations, and other institutional partners.
- Build and manage a portfolio of corporate prospects and partners, establish relationship plans, solicitation strategies, revenue goals, and stewardship plans.
- Develop customized partnership proposals that align corporate philanthropic priorities and business objectives with the mission and programs of Make-A-Wish.
- Secure corporate sponsorships, philanthropic contributions, employee engagement opportunities, and other mutually beneficial partnership arrangements.
- Identify opportunities to expand existing corporate relationships through increased giving, multiyear commitments, event sponsorships, workplace giving, employee fundraising, and cause-related initiatives, where appropriate.
- Collaborate with colleagues across Advancement to identify opportunities for cross-functional fundraising, including connections to individual major donors, corporate executives, board members, and other key stakeholders.
- Maintain accurate pipeline records, forecasts, relationship strategies, and solicitation activity in the organization's CRM.
- Monitor corporate fundraising performance and provide regular updates on revenue progress, prospect pipeline development, partnership opportunities, and anticipated challenges.
- Represent Make-A-Wish Greater Los Angeles in external meetings, networking opportunities, and community engagements to increase visibility and develop new philanthropic relationships.

Corporate Events, Sponsorships & Engagement (20%)

- Develop and execute strategies to generate revenue and strengthen corporate relationships through fundraising events, sponsorship opportunities, and mission-centered experiences.
- Lead the corporate sponsorship strategy for designated organizational fundraising events, including prospect identification, sponsorship package development, solicitation, fulfillment, and stewardship.
- Build relationships with corporate sponsors and ensure partnership benefits and commitments are delivered consistently and professionally.
- Identify opportunities for corporate partners to engage through employee volunteerism, wish-related experiences where appropriate, team fundraising, workplace giving, and other mission-aligned activities.
- Collaborate with internal teams to develop compelling event sponsorship opportunities and customized corporate engagement experiences.
- Oversee corporate partner participation in events, ensuring that sponsors and their representatives receive a high-quality experience consistent with organizational standards.
- Evaluate event sponsorship performance, including revenue generated, sponsor retention, new partnership opportunities, and opportunities for increased engagement.
- Work with Advancement leadership to ensure that event and sponsorship strategies support overall fundraising priorities and long-term donor development.

Third Party & Group Fundraising Oversight (15%)

- Provide direct supervision, strategic direction, and professional development for the Third-Party & Group Fundraising Manager.
- Establish annual revenue goals, program priorities, performance expectations, and measurable objectives for third-party and group fundraising initiatives.
- Oversee the strategy and growth of third-party fundraising events, community-led fundraisers, school and youth group initiatives, service clubs, employee-led campaigns, and other group fundraising opportunities.
- Support the development of systems and resources that make it easy for individuals, businesses, schools, and community organizations to organize successful fundraisers benefiting Make-A-Wish.
- Identify opportunities to recruit new fundraising partners, increase participation among existing groups, and convert successful community fundraisers into long-term supporters.

- Ensure appropriate fundraising guidelines, brand standards, financial controls, event policies, and donor stewardship practices are followed.
- Review program performance, revenue projections, fundraising activity, and participant engagement with the manager on a regular basis.
- Provide coaching, remove barriers, and help the manager prioritize high-potential opportunities while maintaining appropriate oversight of program execution.
- Collaborate with the manager to develop scalable fundraising resources, toolkits, communication materials, and engagement strategies.
- Identify opportunities to connect successful third-party fundraisers and group participants with corporate partnerships, individual giving, volunteer engagement, and other Advancement programs.

Strategic Relationship Management & Stewardship (10%)

- Develop and implement corporate partner stewardship strategies that recognize contributions, communicate impact, and encourage ongoing philanthropic investment.
- Ensure that corporate partners receive timely acknowledgments, impact reporting, recognition, and fulfillment of agreed-upon partnership benefits.
- Build relationships with corporate executives, community leaders, employee engagement teams, and philanthropic decision-makers.
- Collaborate with the Vice President of Advancement to identify high-value partnership opportunities and develop strategies for cultivating senior-level corporate relationships.
- Work with colleagues across Advancement to coordinate donor and partner communications, event invitations, recognition opportunities, and relationship management.
- Identify opportunities to deepen corporate engagement through mission storytelling, wish impact experiences, employee participation, and meaningful connections to the organization's work.
- Develop strategies to retain existing partners and increase the long-term value of corporate relationships.

Revenue Planning, Performance & Reporting (10%)

- Develop annual corporate partnership and event fundraising plans in alignment with the overall Advancement strategy and organizational revenue goals.
- Establish revenue projections, sponsorship targets, prospect pipeline goals, partnership renewal objectives, and other key performance indicators.
- Monitor progress toward fundraising goals and proactively identify opportunities, risks, and corrective actions.

- Prepare regular reports for the Vice President of Advancement on revenue performance, partnership pipeline development, sponsorships, third-party fundraising, and event results.
- Use CRM data and fundraising analytics to evaluate performance, prioritize prospects, and inform resource allocation.
- Assess the effectiveness of corporate and event fundraising initiatives, including revenue, expenses, return on investment, partner retention, and opportunities for growth.
- Develop and refine processes that improve prospect management, solicitation planning, sponsor fulfillment, and partnership stewardship.
- Ensure fundraising activities are appropriately documented in the CRM and coordinated with other Advancement functions.

Leadership & Cross-Functional Collaboration (10%)

- Serve as a member of the Advancement leadership team, contributing to fundraising strategy, annual planning, revenue forecasting, and organizational priorities.
- Work closely with the Vice President of Advancement to align corporate partnerships, events, and community fundraising with major gifts, annual giving, donor engagement, and other fundraising initiatives.
- Provide leadership, direction, and performance management for the Third-Party & Group Fundraising Manager, establishing clear goals and accountability.
- Collaborate with Marketing, Communications, Programs, Finance, and other internal departments to develop compelling partnership opportunities and deliver high-quality fundraising experiences.
- Ensure consistent messaging, brand alignment, financial accountability, and appropriate coordination across all corporate and event fundraising activities.
- Represent the organization professionally and enthusiastically, demonstrating a commitment to the mission and values of Make-A-Wish.

Qualifications

Required:

- Commitment to the mission and values of Make-A-Wish.
- Bachelor's degree in nonprofit management, business, marketing, communications, or a related field, or equivalent relevant professional experience.
- 5-7 years of progressive experience in nonprofit fundraising, corporate partnerships, sponsorship sales, event fundraising, business development, or a related field.

- Demonstrated success cultivating, soliciting, and stewarding corporate donors, sponsors, or strategic business partners.
- Experience developing and managing fundraising strategies, revenue targets, sponsorship proposals, and partnership portfolios.
- Strong understanding of fundraising principles, donor relationship management, sponsorship fulfillment, and stewardship best practices.
- Excellent relationship-building, negotiation, presentation, and communication skills.
- Strong project management and organizational skills, including the ability to manage multiple relationships, events, deadlines, and competing priorities.
- Experience using a CRM to manage prospects, track solicitation activity, forecast revenue, and report fundraising results.
- Demonstrated ability to analyze fundraising performance, identify opportunities, and develop strategies that drive sustainable revenue growth.
- Ability to work collaboratively across departments and build relationships with corporate executives, community leaders, volunteers, and other stakeholders.
- Willingness to attend occasional evening and weekend events and external meetings as required.

Preferred:

- Proficiency in reporting tools, Microsoft Excel and Power BI a plus.
- Experience supervising staff, managing performance, and developing team members preferred.
- Experience with donor CRM, Salesforce especially.

Work Environment

- This is a hybrid role based in the Century City neighborhood of Los Angeles, CA.
- Currently in-office 3 days a week. (Mon, Tues, Thurs)
- As the organization continues to grow and evolve, we are experimenting with new and innovative ways to create our team culture and reward our staff.

Compensation

- **Annual Salary:** $85,000 - $95,000. The actual salary offered will be commensurate with experience and in accordance with applicable California state wage and hourly laws
- **Benefits**: 100% Employer Coverage for Medical Insurance for staff members, with partial coverage for dependents. Dental, Vision, & Life Insurances. 403b with matching.

- **Perks:**
    - 11 Paid Holidays
    - Hybrid Work Environment – 3 days (Mon, Tues, Thurs) in the office in Century City.
    - Employee Assistance Program
    - Flex Time
    - Flexible Spending Account
    - Cell Phone Stipend
    - Access to the Calm app and other mental and emotional support programs
    - Discounted Gym Memberships
    - Caregiving Support
    - Parenting Resources
    - And more!

Interested applicants should **email resume and cover letter** in PDF format **plus the answers to the following five questions** to: hr@la.wish.org with the subject line: "**Senior Manager of Corporate Partnerships & Events**"

Required Supplementary Questions:

1. Can you tell us about a time when you successfully secured a six-figure multi-year corporate partnership. What ultimately cinched the deal?
2. Please walk us through your personal strategy for acquiring a corporate partner from idea to ask to finalizing the partnership?
3. You walk into a room full of high-level prospective donors. How do you introduce yourself to them?
4. Please indicate your level of Spanish fluency from the following categories: *None, beginner, intermediate, advanced, fluent, native speaker*
5. We work 3 days a week at our offices in the Century City neighborhood of Los Angeles. Are you able to work on a hybrid schedule in this location?