

## **POSITION: CORPORATE PARTNERSHIP & EVENTS MANAGER**

### **SUMMARY**

**Scope:** Creates, cultivates and maintains a portfolio of corporate partnerships for YWCA Richmond, is the liaison for corporate volunteers, grants & sponsorships. Works with the development team to strengthen corporate communications, leads special events and cause marketing initiatives, supports corporate grant writing, reporting, manages in kind donations and cause marketing opportunities, stewardship. Represents the YWCA Richmond externally.

### **DUTIES**

**Essential Functions:** *(Essential functions may include, but are not limited to the functions listed below.)*

- Identify, establish and implement new long-term relationships with businesses that advance the mission of YWCA Richmond through positive and measurable efforts.
- Develop and collaboratively implement a strategy for maintaining and managing a portfolio of high impact, long-term relationships with new and current YWCA Richmond business partners and corporate donors.
- Provide input into the development of a strategic plan for the corporate and events fundraising campaign(s), including fundraising goals, budget recommendations, vendors, volunteer goals and timelines.
- Manage and evaluate the effectiveness of the on-going corporate and event fundraising campaign(s), including fundraising efficiency (cost/expense), community engagement, event satisfaction, overall success of the campaign and suggest improvements.
- Identify, establish and steward sponsors for YWCA Richmond signature public awareness and education campaigns and fundraising events.
- Passionate about emerging leadership in the region. This role serves as staff liaison for the Young Women's Leadership Alliance Committees as needed. Leads coordination efforts with support from development team.
- Act as an on-site manager for in-kind donations, overseeing staff, donors, and volunteers to ensure satisfaction of participants, and resolutions of needs.
- Develop positive corporate volunteer interactions through identification, recruitment, mentoring, and providing comprehensive support for volunteer leadership and participants to develop and achieve fundraising goals, while focusing on the mission of YWCA Richmond.
- Supervise and implement program staff in service enterprise best practices with an emphasis on volunteer development and fundraising.

- Use internal and external relationships to identify and execute corporate grant opportunities and subsequent reports and stewardship opportunities. Determine ROI on these relationships.
- Connect with vendors to secure the best rate or donation of services needed.
- Develop women's leadership opportunities throughout the region and cultivates future stakeholders in YWCA's mission.
- Performs other related duties as assigned in order to move the mission and vision of the YWCA forward.

## Qualifications:

### Education & Experience Requirements:

- Bachelor's Degree
- 2 – 4 years fundraising, communications, sales, marketing, event planning experience
- Proficient in MS Office, especially Excel, and experience in Razor's Edge

### OTHER FUNCTIONS:

- Supports ad hoc committees on development, volunteer programs, and marketing.
- Performs other duties as assigned.

## SUPERVISION

The position reports directly to the Chief Development Officer and serves at the YWCA Downtown Office located at 6 North 5<sup>th</sup> Street, Richmond, VA 23219.

### Skills/Requirements:

- Knowledge of Raiser's Edge, Excel, Word, Constant Contact, and Google platforms preferred.
- Conducts business with ethics and integrity as outlined by YWCA code of ethics relating to confidential donor information; maintains confidentiality regarding sensitive donor information.
- Ability to prioritize and manage multiple tasks simultaneously.
- Strong interpersonal, organizational, and writing skills.
- Successfully represent the YWCA as an ambassador in the community and in direct contact with donors and volunteers.
- Ability to work with minimal supervision.
- Demonstrable multi-media competency.
- Successful completion of criminal background and credit checks.

**Staff demonstrates their understanding of the critical role volunteers play in helping YWCA achieve our mission by providing volunteers the resources and training needed to be successful, offering meaningful experiences, treating them with respect, and clearly communicating needs and impact of their contribution to the work of the organization.**

*This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. The incumbent is expected to perform other duties necessary for the effective operation of the department.*