

United Way of Snohomish County Job Description

Position Title: Manager, Corporate Engagement
Reports To: Director, Engagement
Department: Engagement
Revision Date: April 2017

ORGANIZATIONAL SUMMARY

United Way of Snohomish County brings together cross-sector partners to deliver intentional collaborative partnerships that put young children and their families at the center of services. We make strategic investments in these collaboratives to advance the well-being of our families. Integrity, collaboration, innovation, equity, and outcome-oriented are the values our staff uphold that motivate and inspire our work.

POSITION SUMMARY

The Corporate Engagement Manager reports directly to the Engagement Director and is responsible for strengthening and evolving existing relationships as well as prospecting and building new long-term partnerships with corporations that result in funding for the immediate and long-term goals and priorities of United Way. The Corporate Engagement Manager is responsible for raising various forms of capital from corporate partnerships including but not limited to human/intellectual, reputational/brand, and financial capital.

The position provides the expertise to advance the work of United Way by identifying sources of support, proactively seeking opportunities to generate new partnerships and sponsorships based on aligning corporate interests, and by maintaining strong communication ties with corporate donors and prospects. The Manager is responsible for identifying purpose-driven employee engagement opportunities and is a resource for companies to strengthen their corporate social responsibility (CSR) strategies, talent acquisition and talent retention plans.

KEY RESPONSIBILITIES

- Working closely with the Engagement Director and engagement & volunteerism staff, direct and coordinate corporate-related fundraising activities with special collaborative projects involving shared issues-based campaigns.
- Identify potential corporate donors and conduct research of current level and all points of engagement with United Way of Snohomish County.
- Work closely with Engagement team to develop and implement strategies that lead to major funding from corporations around core areas of mutual interest.
- Lead the development of multi-level relationships with corporations, and strengthen and leverage those relationships for enhanced levels of funding.
- Alert staff to potential funding opportunities with corporations and foundations, and assist in development of strategies, and tactics, including proposals to obtain those grants.
- Develop highly competitive proposals for corporate prospects and leverage diverse corporate goals and preferences in conjunction with United Way's priorities and goals. Monitor and prepare proposals. Manage proposal deadlines and submissions.

- Identify purpose-driven employee engagement opportunities and is a resource for companies to strengthen their corporate social responsibility (CSR) strategies, talent acquisition and talent retention plans.
- Maintain a rigorous schedule of contacts with corporate representatives, creating moves management plans related to them, compelling presentations, and comprehensive fundraising proposals.
- Maintain high quality stewardship process for active corporate prospects and donors. Ensure that stewardship and reporting requirements are met to sustain successful partnerships by maintaining detailed records of solicitation activities.
- Working with the other departments, create engagement strategies and techniques to define products that can be commonly used to meet the needs of the collaboratives and the corporate partner.
- Identify, prioritize, develop, define, negotiate, and create – working cross functionally with other departments within United Way – customized partnerships that support the mission
- Ensure outcomes from these partnerships, that include financial investment, intellectual capital investment, hands-on volunteering, and in-kind support to deepen the investor's ownership in our community impact work.
- Assist United Way with its evolving advocacy work, identifying opportunities for advocacy engagement and sourcing the appropriate individual(s) to participate.

QUALIFICATIONS

Competencies Needed:

- Drives revenue: Results driven, with a focus on gaining the resources to support United Way's mission and collective impact-focused strategic objectives.
- Strategic relationship building: Develops and maintains strategic relationships that generate the resources necessary to support United Way's mission.
- Effective and engaging communicator: Passionate communicator, articulating the United Way message in a way that inspires others to act in service to the organization and the community.
- Embracing and managing change: Champions and facilitates change to ensure long-term community sustainability and adapts successfully to changing needs while maintaining positive relationships with all constituents, internal and external.
- Entrepreneurial and innovative: Seeks creative new opportunities to generate revenue and other resources that add greater value to the organization and the community.

Education and/or Experience

- Bachelor's degree or relevant experience may be substituted in lieu of degree requirements.
- Five years related experience.

Knowledge/Skills/Abilities.

- Demonstrated knowledge of cultivation, solicitation, and stewardship strategies and techniques, particularly in the area of corporate relations.
- Demonstrated knowledge of methods, practices, and procedures for obtaining information about the giving programs of corporations.
- Self-motivated and disciplined to regularly set and achieve work goals.

- Excellent verbal communication skills; outstanding writing ability. Ability to communicate effectively at all levels, with diverse individuals.
- Excellent organizational, interpersonal and networking skills with individuals and large groups.
- Ability to maintain a high level of poise and professionalism in all circumstances.
- Ability to initiate and build relationships with prospective corporate donors, and interact via telephone and in-person.
- Demonstrated ability to lead others and build effective work teams.
- Demonstrated ability to take primary responsibility for diverse nature of projects and to complete them in a timely manner with limited supervision.
- Demonstrated record of success in generating significant commitments from corporations.
- Ability to work with and command the respect of C-suite executives, departments heads and other high-level donors and volunteers.
- Ability to advocate United Way's priorities to an external audience
- Proven ability to work across an organization, and to provide inspired leadership and coaching to staff members
- Ability to work both independently and as part of multiple teams
- Demonstrated analytical and strategic thinking capabilities
- Creative, professional, and entrepreneurial spirit
- Ability to multi-task and work in a high project-volume environment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand, walk, sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; balance, stoop, kneel, crouch or crawl; talk or hear. The employee must occasionally lift or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. While performing the duties of this job, employee is occasionally exposed to moving mechanical parts. Noise level in the work environment is usually moderate.

JOB STRUCTURE

Job Status:	Full Time	
Job Type:	Regular	
Hours:	37.5 hrs./wk. some weekends and evenings	as
needed.		

To perform this job successfully, an individual must be able to execute each essential duty satisfactorily. Qualifications listed are representative of education, experience, competencies,

knowledge, skills and/or abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

This job description in no way states or implies that these are the only duties to be performed by the employee incumbent(s) in this position. This document does not create an employment contract, implied or otherwise, other than an “at-will” relationship.

Employee Signature:	Date:
Supervisor Signature:	Date: