CORE Corporate Partnerships Director

Full-time
Reporting to: Executive Director

Since 2004, CORE has provided grants for Food and Beverage industry families, with children who have faced hardships such as illnesses, injuries, severe medical diagnoses, immediate family deaths, and victims of natural disasters. With the impact of COVID-19, CORE experienced a substantial increase in corporate partnerships and individual giving. CORE’s mission is to continually assist families by nurturing our relationships with Corporate Partners, Sponsors, and individual givers. Therefore, CORE is seeking a Corporate Partnership Director to join the team.

Position: Reporting to the Executive Director, the Corporate Partnerships Director will be responsible for managing the day to day strategic partnerships, sponsorship, and ambassador programs at a national level. The director will outline specific partnership strategies to onboard new partners and engage, retain all sponsors/partners/alliances, and grow funding and value for CORE.

RESPONSIBILITIES

- Corporate Partnerships and Annual Giving Programs
- Meet corporate partnership retention and revenue goals.
- Cultivate corporate partner relationships with key decision-makers, day to day management teams and the executive suite to strengthen relationships to increase multi-year agreements.
- CRM database management, reporting, and system assessment.
- Proactively research, vet, and build new partnership/sponsorship opportunities.
- Create a sustainable Donors database in collaboration with the Executive Director.
- Lead the business case study development process to capture data and insights to craft into meaningful donor/sponsor/partner case studies portfolio.
- Manage internal and external information requests and facilitate to the right contact.
- Collaborate with internal teams to craft the partnership and ambassador resources that may include tutorial guides, educational resources, presentations, sales tools, POP and partner recognition materials that may include: CORE collateral, annual report, website, and presentations.
- Identify strategic state restaurant associations to forge a strong alliance and partnership to introduce CORE as a key charity partner, along with other associations as requested.
- Help set goals, track progress, and report on a scheduled basis.
- Collaborate with partners on special projects that provide value and added resources for CORE. (i.e.: Datassential, NRAEF, WFF, CHART (TBD) and SRA’s
• Manage partner/sponsor level and recognition and collaborate with marketing/communications for appropriate placement in all communications.

AMBASSADOR PROGRAM
• Serve as the Ambassador/Volunteer program lead and liaison.
• Create and implement the Ambassador onboarding and training plan.
• Conduct quarterly conference calls to share ideas for engagement and share best practices.
• Collaborate with MarComm to create and disseminate the Ambassador program newsletter strategy, content, and schedule.
• Coordinate volunteer engagement schedules, training, and recognition.
• Outline and implement the Ambassador and Partner/Sponsor of the Year Award.

MARKETING & COMMUNICATIONS
• Conduct industry research to identify target markets, partners, sponsors, and affiliates.
• Collaborate with the ED and additional marketing and communication support (i.e. contractors, ambassadors, volunteers, etc.) to develop marketing content, social engagement, and recognition events and activities.
• Provide input on marketing platforms and messaging boards to convey the “Story”.

FINANCE
• Work with finance to coordinate and track invoicing and accounts receivable.
• Work within a department budget for program needs, special events and travel.
• Collect and provide partnership/sponsorship content for the CORE Annual Report.

EVENTS
• Represent CORE at key national conferences, events to increase awareness and visibility.
• Engage partners, sponsors, and ambassadors into CORE events and conferences.
• Collaborate with the team on CORE event site selection, planning, coordination and execution for a Road Show series and Founders Dinner.
• Secure CORE as the charity partner for additional national conferences, minimum of one.

QUALIFICATIONS:
As a prerequisite, the successful candidate must believe in helping food and beverage employees with children and be mission driven. We are seeking a candidate that has proven experience in scaling a growing organization and a demonstrated ability to grow partnerships.
• College degree required.
• 3-5 years of experience in the restaurant industry and/or nonprofit space.

REQUIREMENTS:
• Highly organized with the ability to manage multiple, complex, and detailed projects.
• The ability to collaborate with cross-functional internal and external stakeholders with stellar interpersonal and relationship building skills.
• A problem solver with the ability to take initiative, provide thought leadership, and make strategic recommendations for program, event, and partnership management.
• Understanding of CRM systems, partnership management, sponsor cultivation, and donor engagement.
• Budget and finance management.
• Up to 20% travel to meet with partners and attend select strategic events and meetings.

CORE and IMI Agency are equal opportunity employers. We celebrate diversity and are committed to creating an inclusive environment for all employees.