Senior Manager, Corporate Relations

Location: Silver Spring, MD
Supervisor: Director of Development

Position Overview

The Senior Manager, Corporate Relations is responsible for the cultivation, development and execution of national corporate sponsorships and partnerships. Partnerships may be of a wide variety including cause-related marketing promotions, event sponsorships, foundation partnerships, and programmatic support. The manager will also be responsible for working to develop a corporate engagement strategy to support the 50th Anniversary celebration of the National Marine Sanctuaries Act. The position requires an outgoing personality to engage corporate partners and strong relationship management skills, including the ability to foster collaboration. The ideal individual values other perspectives and gains support/buy-in through excellent oral and written communication. Attention to detail is critical, along with the knowledge to establish metrics and measure program effectiveness. Superior customer service is a critical component of this role.

Responsibilities:

Strategy and Program Development
- Create a multi-year corporate solicitation strategy, with specific industry segment targets.
- In conjunction with staff and sanctuary partners, devise a menu of benefits and marketing opportunities for corporate sponsors and partners.
- Collaborate with the program and administrative staff to develop winning proposals and supportive materials and related budgets aligned with organizational needs and interests for prospective corporate sponsors, grantors, and licensing and cause marketing partners.
- Manage cultivation and solicitation of corporate prospects with a defined revenue goal.
- Identify and cultivate a year-round pipeline of new corporate relationships for long-term engagement.
- Provide research and other support for Trustees and organization staff who are engaged in the corporate cultivation and solicitation process.
- Leverage Trustee connections in pursuit of new corporate prospects.
- Attend key philanthropic and networking events as needed.
- Maintain fundraising records in CRM database; adhere to organization information collection standards and fundraising ethics.
- Support and, at times, take the lead on outreach efforts including speaking engagements, toolkits, and communications pieces.

Capitol Hill Ocean Week, Ocean Awards Gala, and DC Ocean Week
- Work with the Development team to solicit and steward event sponsorships. In its 18th iteration, the week of CHOW events is an excellent opportunity to leverage previous relationships and introduce new partners to the Foundation.
- Engage in cultivation and stewardship of CHOW corporate prospects throughout the year.
- Work with Development and Policy teams to develop DC Ocean Week initiative.
- Assist Development team in fulfilling all sponsorship activations.
- Provide on-site support throughout Capitol Hill Ocean Week and adjacent events.
50th Anniversary Celebration

- Work with the CEO, Director of Conservation and Policy, and Director of Development to develop partnerships for the 50th Anniversary celebration and build support for philanthropic priorities for the anniversary.
- Work with Foundation leadership to coordinate activities with the Office of National Marine Sanctuaries (ONMS) and partners.
- Work with the Director of Communications to develop partner-specific communications around the 50th Anniversary celebration and coordinate consistent message with ONMS and partners.

Salon and Community Events

- In conjunction with the Development team, plan and execute cultivation and other small events as appropriate for corporate donors.
- Work with corporate partners to host their own small events.

Qualifications and Requirements

- A Bachelor's degree and three to five years of relevant experience.
- Skill and experience in developing and maintaining relationships and networking with non-governmental organizations, government agencies, private businesses and corporations, and the general public.
- Demonstrated experience writing and editing successful proposals, correspondence and compelling marketing materials.
- Experience developing and maintaining budgets.
- Demonstrated successful track record of closing contracts and growing existing relationships.
- Demonstrated experience soliciting corporate foundations for grants, in addition to sponsorships.
- Ability to distinguish among competing priorities and balance complex and demanding workloads.
- Ability to work on multiple priority tasks concurrently.
- Skill and experience in working as a member of a team to complete diverse projects.
- Knowledge of the goals, activities and programs of the Foundation.
- Fluency in computer software programs (i.e. Microsoft Office, Adobe, Gmail, and databases).
- Strong oral and written communication abilities.
- Ability to work in a high-pressure environment.
- Some travel required.

Why You Will Love Us:

- Dedicated and passionate staff committed to marine and Great Lakes conservation, and a fun group who takes its work more seriously than we take ourselves.
- Generous leave policy.
- Health Benefits: medical, dental, and vision
- Foundation paid disability and life Insurance
- Monthly cell phone reimbursement
- Transportation Benefits
- Retirement: 403(B) with 3% employer contribution after one year of service. No match required, 100% vested.
Compensation and Benefits: Salary commensurate with experience. The Foundation offers a competitive benefits package.

Start Date: As soon as possible

To Apply: Applications should include a cover letter, resume, and list of references to Applicants@marinesanctuary.org. Please be sure to put ‘Corporate Relations Senior Manager’ in the subject line. Applications received prior to April 3, 2020 will be preferred.

The Foundation is an equal opportunity employer and actively works to insure fair and equal treatment of its employees.