



CORPORATE PARTNERSHIPS MANAGER

ABOUT FRIENDS OF WATERFRONT SEATTLE

Friends of Waterfront Seattle (Friends) is the nonprofit partner to the City of Seattle, responsible for helping to fund, build, steward, and program the park — today and into the future. In addition to raising \$110M by 2024 to fund park construction, Friends will provide funding and manage the programming and operations of the future Waterfront Park through a joint-delivery partnership with Seattle Parks & Recreation. Park construction has begun following the Viaduct's removal and the first piece of the park — Pier 62 — is now open.

Waterfront Park is situated on the land of the Coast Salish Peoples, who have resided here since time immemorial and continue to thrive. With respect and humility, we acknowledge the history of the waterfront, the dispossession of land from the Coast Salish people and, most importantly, the strength and resilience of Native people and their culture through this history to the present. This acknowledgement serves only as a first step in honoring the land that we occupy and the first peoples of that land. Friends recognizes the work to repair and build relationships with Native communities will be long and evolving.

The construction of Waterfront Park is underway and scheduled to be completed in 2024. Designed to provide green spaces, elevated views, and recreation opportunities, Waterfront Park will be a place where residents and visitors can connect with nature and each other.

Friends of Waterfront Seattle acknowledges that historic and existing systemic racism is embedded in our city. This shows up in our park and public space system. Friends is committed to becoming an anti-racist organization by prioritizing racial equity inside the organization and in the public spaces we operate.

As the nonprofit responsible for sustaining and programming the park in perpetuity, our goal is to create inclusive spaces for community-driven cultural events, recreational activities, and educational opportunities where all people — specifically Black, Indigenous, and People of Color (BIPOC) as well as underserved communities — feel welcome and safe.

THE ROLE

The **Corporate Partnerships Manager** is a key member of the philanthropy team and works in collaboration with colleagues across the organization to engage and steward supporters of Waterfront Park. This role is an opportunity to be part of a growing team that is tasked not only with completing a \$200M comprehensive campaign, but with building a robust, community-focused philanthropy program that will sustain Waterfront Park in perpetuity.

Reporting to the Chief Philanthropy Officer (CPO), the Corporate Partnerships Manager has two core areas of focus: 1) To create and implement a comprehensive corporate philanthropy and sponsorship program to support fundraising goals and activities for Friends' \$200M Campaign for Waterfront Park Seattle; and 2) To serve as a frontline gift officer for Friends; identifying, cultivating, and soliciting a portfolio of corporate prospects and donors that generates up to eight-figure gifts. The Corporate Partnerships Manager will work closely and collaboratively with Friends leadership, the philanthropy team, program staff, and Campaign leadership to engage and create strategic philanthropic and sponsor partnerships resulting in increased investment.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Corporate Partnerships Manager will achieve the following major objectives:

- Serve as lead and key contributor in soliciting and engaging corporate philanthropic and sponsorship partners.
- Build trust, exhibit confidence, and utilize discretion while engaging with high-net-worth donors.
- Work with the programs and marketing teams to build out a compelling sponsorship program, with promotional opportunities that both meet sponsors' marketing needs and align with Friends' values.
- Uphold a strong moves management and call reporting system that ensures team accountability and performance and builds an increasing base of significant corporate and institutional partners.

POSITION RESPONSIBILITIES

The Corporate Partnerships Manager will have the following primary responsibilities:

- Build, qualify, cultivate, solicit, and steward a portfolio of corporate and institutional philanthropic donors, program/event sponsors, and prospects.
- At the direction of the CPO, plan, develop, and implement a targeted, integrated cultivation strategy that builds a pipeline for corporate gifts and sponsorships from new and existing high-net-worth donors and prospects.
- Serve as primary relationship manager for all corporate prospects and work with the philanthropy, programs, community engagement, and marketing teams and board and Campaign volunteer leadership as natural partners in cultivating and soliciting gifts and sponsorships.
- Contribute to a strong campaign-focused moves management infrastructure that both tracks individual and team activities and optimizes Friend's fundraising potential for cultivating, securing, closing, and stewarding gifts and sponsorships.
- Provide complete and accurate activity and moves reports in Salesforce on a regular basis that include detailed call reports, revenue forecasts, data analytics, and other accomplishments.
- Collaborate with the Individual Gifts team around identifying corporate executives who could be solicited for individual major gifts.

Diversity, Equity, and Inclusion Responsibilities

- Contribute to an inclusive workplace culture and help us build an organizational culture of trust and collaboration.
- Adhere to and help build Friends' evolving Community Agreements.
- Engage in regular conversations about race, equity, and inclusion through all-staff meetings, trainings, and Friends' DEI book club.
- Work with the philanthropy team to incorporate Community-Centric Fundraising Principles into fundraising efforts, recognizing that this will take time and continue to evolve.
- Incorporate values of Diversity, Equity, and Inclusion in all facets of this job and when collaborating across teams.
- Represent Friends' values when building and maintaining external partnerships.

QUALIFICATIONS

The ideal candidate will possess most of the following qualifications

- A genuine and enthusiastic commitment to the vision and values of Friends. A passion for redevelopment of public space in ways that address environmental, cultural, social, and economic development goals and create a more welcoming, equitable, and inclusive city.
- Three to five years of demonstrated success and progressive responsibility in corporate philanthropy, with a proven track record of securing large gifts, sponsorships, and partnerships from corporations. Prior experience working closely with Seattle's corporate and business leadership will be an advantage.
- Proven success in building effective, long-term relationships with institutional and corporate leaders, as well as the ability to retain and seamlessly upgrade existing relationships.
- A balance of analytic and creative thinking skills: adept at reviewing and parsing corporate research, market information, sales and social media reports, etc.; the ability to draw connections, align values, and identify opportunities and gaps; creativity in translating raw information into a gift or project idea that is meaningful and attractive to donors/sponsors, achieves their philanthropic and branding/marketing objectives, and aligns with the mission and values of Friends.
- Experience developing internal buy-in from multiple executives and/or departments within a corporation that may have vastly different agendas and cultures to build and coalesce a broad base of philanthropic and sponsorship support for Friends.
- Solid understanding of the philanthropic, marketing, public relations, branding, digital, and special events objectives and mechanisms of major corporations.
- Strong interpersonal, written, and verbal communication skills, and the ability to develop tailored and compelling corporate solicitation proposals.
- Ability to work and negotiate with corporate executives and high-net-worth individuals.
- Strong organizational skills with meticulous attention to detail and follow-through.
- Deep interest in understanding a range of diverse cultural differences and the ability to work effectively with people from a range of social, ethnic, and cultural backgrounds.

- Practiced in being a resourceful and solutions-oriented team player who enjoys managing up and down and brings a lively sense of humor.
- Experience with prospect and donor management fundraising software applications. Experience with Salesforce CRM a plus.
- Ability to handle confidential information and relationships with sensitivity and discretion.
- Ability to travel regularly in the Seattle region (up to 50%) once environmental conditions allow safe, frequent visits.
- A bachelor's degree from an accredited university or college or equivalent experience is required.

WORK ENVIRONMENT

This position will be based in Seattle, with the ability to work remotely for some portion of the work week.

COMPENSATION AND BENEFITS

The Corporate Partnerships Manager position is a full-time position. The annual salary range for this position is \$90,000 to \$100,000. Vacation, health care, and dental coverage, and transit pass are paid by the organization. Ability to participate in defined contribution retirement plan with 3% match by the organization.

TO APPLY

In lieu of a traditional cover letter, please submit a one-page document that explains how your professional and lived experiences led you to this moment and prepared you to be successful in this role with Friends. Specifically, please describe your commitment to incorporating the principles of Diversity, Equity, and Inclusion (DEI) in all facets of your work.

Submit the above document and resume at the link below:

<https://friendsofwaterfrontseattle.bamboohr.com/jobs/view.php?id=36>

If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please note in your submission.

We will begin review applications on August 16th, 2021; however, applications will be accepted until the position is filled.