



Associate Director of Corporate Engagement Job Description

Job Overview

The Associate Director of Corporate Engagement supports the Director of Development in refining and executing a comprehensive development strategy and action plan for partner support for Achieving the Dream (ATD), with a special focus on corporate engagement and ATD learning events. The position is responsible for coordinating the research, development and production of the strategic sponsorship benefits, content, and budgets for fundraising proposals, memoranda of understanding, grant agreements, and corporate contracts. The individual works closely with the Events, Finance, Communications, and Program Teams within ATD to effectively steward partners, monitor their engagement with ATD, and respond to their needs with an excellent customer service orientation. The Associate Director also supports the Director with other fundraising activities as needed.

Duties and Responsibilities

Corporate Stewardship (45%)

- Steward all committed corporate relationships, including coordinating and fulfilling mutually agreed upon deliverables while maintaining positive relationships.
- Coordinate, plan, attend, and execute corporate investor involvement at ATD events, including a large annual conference (DREAM) and multiple medium-sized convenings throughout the year.
- Plan, schedule, develop, and execute engagement activities with corporate investors. Seek continual feedback and refine strategies and offerings.
- Achieve revenue goals that support the financial sustainability of ATD.

Outreach (35%)

- Represent and advocate for Achieving the Dream regularly with prospective corporate investors and stakeholders.
- Develop and maintain key long-term relationships with corporate investors through innovative engagement.
- Develop innovative strategies for renewing corporate sponsorships.
- Partner extensively with ATD's Communications function to meet corporate donors' expectations around their branding with ATD (e.g., assist with press releases, op eds, etc.).
- Attend relevant meetings and calls with potential and committed corporate investors (both inside and outside the office) and recommend opportunities to ATD's leadership team to meet and continue conversations.
- Research industry and field convenings and conferences where ATD should attend and/or seek visibility in order to advance development goals.



- Recommend and attend industry and field convenings and conferences where there is a corporate presence to strengthen and expand new corporate investor relationships.

Communications and Other Supporting Activities (20%)

- Monitor and report progress of development strategy activities that include corporate investors.
- With Director of Development, develop agendas, reports, and supplemental documents for the events, finance, and program teams (e.g. for grant proposals or compliance reports or stewardship).
- Work with Communications to develop evidence of impact for ATD through metrics driven partner stories (data, case studies, quotes, photos, and videos, etc.).
- With the Communications and Events teams, develop and update materials for potential investors.
- Develop presentations and related materials related to development for speaking and meeting engagements for members of the ATD leadership team.
- Other duties as assigned.

Skills/Qualifications/Experience

- Bachelor's degree and minimum of five years' experience in a development or fundraising role
- Familiarity with the strategy and operations of corporate philanthropy and/or social responsibility teams
- Familiarity with issues related to higher education and community colleges preferred
- Excellent writing skills
- Budget development and presentation graphics capability
- Prior proposal writing and execution experience
- Proven project management and time management skills
- Strong interpersonal communication skills, including excellent phone and email manner to help build and maintain funder relationships, as well as comfort interacting in-person, by phone, and via email with donors
- Able to prioritize, multi-task, collaborate, work independently and exercise discretion
- Microsoft Office skills and familiarity with social media; experience using Salesforce or similar CRM

Competencies

Collaboration: Demonstrates respect, humility and willingness to collaborate when seeking to understand others and making decisions.

Effective Communication: Ability to actively listen and thoughtfully question in order to create greater understanding and to offer insights that advance problem-solving.

Disciplined Execution: Perseveres in addressing complex issues despite significant obstacles.

Position Details

Position Type:	Full Time, Exempt
Salary Grade:	6
Starting Salary:	\$70,000 - \$80,000 per annum
Reports To:	Director of Development
Work Location:	Silver Spring, Maryland
Level of Travel Required:	Occasional

May 28, 2019

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~ EMPLOYMENT IS CONTINGENT ON A CANDIDATE'S SUCCESSFUL COMPLETION OF A BACKGROUND CHECK ~