



## Achieving the Dream™

### Associate Director of Development Job Description

#### Job Overview

The Associate Director of Development 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 event corporate sponsorship. 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 development activities as needed.

#### Duties and Responsibilities

##### **Event Corporate Sponsorship (40%)**

- Sources high-level asks for sponsorship and funding and manage existing and potential corporate and foundation funders to maximize support for the ATD's strategic initiatives, medium –sized events throughout the year, and ATD's signature annual conference (DREAM).
- 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.
- Build and oversee the development of ATD's Corporate Engagement Network comprised of leaders representing partnerships with key corporate and community organizations.
- Develop strategies to optimize the corporate engagement group's collective value as leaders committed to the mission and strategic priorities of ATD.
- Work closely with the corporate engagement group to strategically leverage ATD's programs and resources as a cultivation tool that recognizes ATD as a leader and change agent in improving student success and equity in higher education
- Develop innovative strategies for renewing corporate sponsorships.

##### **Donor Stewardship (30%)**

- Stewards all committed donor relationships, including coordinating and fulfilling mutually agreed upon deliverables while maintaining positive relationships.
- Assists in a full range of activities associated with ATD donor programs to include donor recognition.

- Assist with cross departmental, integrated effort to manage enriching and deepening 1:1 engagement experience for donors, including but not limited to event visits, exclusive opportunities, personalized thank you notes and impact reports.
- Creates and maintains annual calendar of donor stewardship and outreach touchpoints. Convenes staff and coordinates with multiple departments to ensure that impact reports are consistent, efficient and timely.
- Demonstrates ability to respond to complex requests and provide high level service.

### **Strategic Partnership Cultivation & Outreach (20%)**

- 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.
- 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.
- Attend industry and field convenings and conferences where ATD should 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.
- Monitor and report progress of development strategy activities that include corporate investors.

### **Proposal Development and Foundation Prospecting (10%)**

- Collaborate with program and development staff to create compelling grant proposals and funding requests.
- 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 materials related to development for speaking and meeting engagements for members of the ATD leadership team.
- Facilitates the creation and reporting of metrics regarding impact for the department and specific funds, in collaboration with the director of development. This may include dashboards, in-depth analysis of existing data, and needs assessment.
- Other duties as assigned.

## Skills/Qualifications/Experience

- Bachelor's degree and a minimum of five years' experience in individual and corporate philanthropy.
- Demonstrated track record of success cultivating and developing stewardship strategies that generate significant commitments from corporations.
- Ability to work with and command the respect of C-suite executives and other high-level donors.
- Project management skills with the ability to manage multiple competing priorities and deadlines.
- Superb communication skills, both written and verbal, including public speaking.
- Ability to comfortably interact with diverse audiences and understand stakeholder's motivations, expectations, goals and nurture relationships over time.
- Ability to assess, compile and disseminate information and independently complete assignments is necessary.
- Strong organizational, negotiation, and analytical skills.
- Advanced proficiency in Microsoft Office Suite and expertise in developing graphic presentations.
- Works collaboratively with the senior management team to help with developing ATD's resource development plan and budget.
- Knowledge of issues related to higher education and community colleges highly preferred.

## Core 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.

**Learning Orientation:** Embraces challenges, new ideas and different perspectives as an opportunity to learn; continually seeks out and applies new learning to activate change or Improvements.

**Culturally Competent:** Models appreciate inquiry to gain understanding and awareness of others' cultural identity and practices. Creates safe and constructive forums for sharing diverse perspectives and opinions.

**Emotional Intelligence:** Demonstrates self-awareness and self-regulation and recognizes impact of personal behavior on others.

## Technical Competencies

**Drives revenue:** Results driven, with a focus on gaining the resources to support ATD's mission and strategic goals.

**Strategic relationship building:** Develops and maintains strategic relationships that generate the resources necessary to support ATD's mission.

**Entrepreneurial and innovative:** Seeks creative new opportunities that add value to the organization and the ATD network.

## Position Details

Position Type:	Full Time, Exempt
Salary Grade:	6
Reports To:	Director of Development
Work Location:	Silver Spring, Maryland
Travel:	Occasional

## 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

## Equal Opportunity Employer

ATD is committed to creating and maintaining a diverse work environment and is proud to be an equal opportunity employer. Employment policies and decisions at ATD are based upon merit, qualifications, performance and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender (including pregnancy, childbirth or medical conditions related to pregnancy or childbirth), gender identity or expression, religion, physical or mental disability, medical condition, legally-protected genetic information, marital status, veteran status or sexual orientation.

June 15, 2020