



Corporate Partnerships Manager Job Descriptions and Qualifications

This custom research report answers three questions

- 1) In which department should the Corporate Partnerships Manager go ?
- 2) What are the common elements of a job description for this position that will attract the most qualified applicants? This section also includes a survey of current job descriptions for this kind of position.
- 3) Which other arts institutions have employed someone in a position like this?

1) In which department should the Corporate Partnerships Manager go ?

- **Corporate Partnerships Manager positions are more and more sought after** due to the increase of cost pressures, changes in consumers behaviours, and the importance of having a strong digital strategy since several years, and this urgency has been further exacerbated by the COVID-19 pandemic. Fundraising and sponsorship activities are not enough nowadays. However in the arts sector, **numerous institutions still don't have someone specifically hired to manage corporate relationships**. However, in non-profit sectors (Social causes, healthcare, etc.), it's very common to find Corporate Partnerships Managers.
- In terms of organizational structure, **the majority of arts organizations position the Corporate Partnerships Manager in the Development Department**. However sometimes he or she is directly included in the Leadership Team, reporting directly to the CEO.
- We came across **different nomenclature** for the type of position you've described:
 - Corporate Partnerships Manager
 - Corporate Relations Manager
 - Director Partnerships and Innovation
 - Business Development Manager

2) What are the common elements of a job description for this position that will attract the most qualified applicants?

After going through a job search on platforms such as LinkedIn, we analyzed similarities among the missions descriptions and the requirements of seven organizations in the cultural sector and outside.

Similarities in requirements:

- All organizations indicated requiring only a bachelor degree. Additionally, organizations typically expected minimum 3 years of experience and someone that already worked in a similar position.
- Core Competencies:
 - Previous experience in managing corporate partnerships or a strong track record in building high level relationships in a commercial setting.
 - Design and implement strategies to search for economic partners for various projects or offers. You identify potential targets (competitive monitoring), define attractive offers and counterparties, develop and implement approach strategies. You coordinate the implementation of project presentation tools, if necessary with the support of external resources.
 - Carefully plan each partnership and provide reports that demonstrate their impact.
 - Look after a substantial portfolio of corporate supporters and ensure that they value their engagement with the organization.
 - Act as liaison and contact point between the organization and the partners.
- Desirable Skills:
 - Your soft skills allow you to adapt your behaviour and your mode of communication to the different types of interlocutors or work situations encountered by demonstrating a high degree of interpersonal fluency and a certain sense of opportunity.
 - Excellent at relationship building at all levels and an effective and persuasive communicator.
 - Ability to plan and prioritise a demanding workload and to meet deadlines.
 - Experience of working with multifunctional teams.
 - Strong knowledge of the arts sector.

Examples of job descriptions:

In the cultural sector:

[Opera North - Corporate Partnerships Manager](#)

This job description matches very well with what you're looking for. They clearly show how the person will work in conjunction with the Head of Development, Director of External Affairs and the Development Committee. It also offers an idea of the salary expected for this position.

[Royal Shakespeare Company - Corporate Partnerships Manager](#)

Interesting job offer that describes well the current context of the organization is facing and how this new position fits in it.

[Centre Pompidou - Economic Development Manager](#)

The Centre Pompidou has an economic and international development division in charge of international development, sponsorship, partnerships and consultancy, and the privatisation of spaces, which is quite rare for a museum. The job description is more oriented towards fundraising but the profile description is really effective and synthetic.

Outside the cultural sector:

[YouthCare - Corporate Partnership Manager](#)

Example in the social sector

[American Cancer Society - Corporate Relations Manager](#)

Example in the health sector

[Habitat for Humanity - Corporate Partnerships Operations Manager](#)

Example in the social sector

**Opera North
Corporate Partnerships Manager**

Opera North is England's national opera company in the north. Based in Leeds, the company is committed to producing work of the highest quality that excites, challenges and entertains. We tour throughout the north of England, and also nationally and internationally; programme our own venue, the Howard Assembly Room, with a huge range of activity; and provide a valuable resource for the cultural life of the region.

Role:

Opera North is looking for a Corporate Partnerships Manager to lead on the Company's relationships with the business community, generating income and embedding strategic partnerships that support our core objectives. Working in conjunction with the Head of Development, Director of External Affairs and the Development Committee, you will be responsible for maintaining and growing this income in line with the targets of the Development Department.

From devising cultural partnerships that deliver return on investment and creating extraordinary events, to managing key business stakeholders and leveraging sponsorship for vital community programmes; you'll be part of an impactful organisation helping us tell a unique story through music and performance. You will join a team that works collaboratively, creatively, and strategically, but always with a focus on our Company's objectives.

As we prepare to move back into our home in central Leeds later this year, following the £18m Music Works capital redevelopment, you will have the opportunity to reimagine corporate fundraising at Opera North, creating dynamic partnerships which will be enhanced by our new world class facilities.

The successful candidate will be a driven individual, great at relationship building at all levels and an effective and persuasive communicator.

We take a positive attitude towards flexible working and are working remotely until the end of April 2021

Salary: £25,000-£27,000 per annum.

Deadline for applications: 10am, Monday 15th February 2021.

Interviews to be held via Zoom: Thursday 18th February and Friday 19th February 2021.

For an application pack, please visit <https://www.operanorth.co.uk/about/jobs>

We actively welcome applications from members of all backgrounds and communities.

Royal Shakespeare Company
Corporate Partnerships Manager

The RSC is the world's best-known theatre company and the only English national performing arts company based outside London. Our aim is to transform lives through amazing experiences of Shakespeare and great theatre, inspiring and captivating audiences worldwide.

As with all cultural organisations, we are facing considerable challenges as we work towards recovery from the effects of Covid-19 on our organisation and our sector. We remain committed to our mission and are grasping this opportunity to become an even more progressive, relevant, ambitious and financially resilient organisation. Over the past year, we have successfully retained relationships and engaged some new partners to support our work – there is a lot of potential ahead for us. In order to strengthen and speed up our recovery, we are now seeking two talented individuals to join us and further expand our relationships and income.

As our new Corporate Partnerships Manager, you will look after a substantial portfolio of our corporate supporters and ensure that they value their engagement with us. Your excellent organisation and communication skills will enable you to carefully plan each partnership and provide reports that demonstrate their impact. You will identify and research prospective partners in support of our new business strategy, and play a key role in an ambitious team building towards a future of extraordinary potential. Previous experience in managing corporate partnerships would be advantageous, however we welcome applications from those with a strong track record in building high level relationships in a commercial setting. Key to your success in this role will be your creativity, resilience, and collaborative, approachable and flexible working style.

The crisis in the performing arts, together with the global shockwave of #BlackLivesMatter has taught us that we must ask profound questions about the RSC's role in all the communities we serve and shape a new narrative and strategy for the future. We are clear that to do this with vision and confidence we must have a greater diversity of voices across our organisation. In all of our recruitment, we are particularly keen to hear from candidates from backgrounds currently under-represented (Black and Asian candidates, candidates from other minority ethnic backgrounds and those who identify as D/deaf or disabled) in our team.

Centre Pompidou Economic Development Manager

The Centre National d'Art et de Culture Georges-Pompidou is a multidisciplinary cultural institution with an international reach, dedicated to contemporary visual culture, where the visual arts are close to books, design, music and cinema. The Centre Pompidou welcomes about 3 million visits a year and employs more than a thousand employees.

The economic and international development division (Ddei) participates in the design and steers the implementation of the Centre Pompidou's strategy for developing resources in France and around the world (opportunities for international partnerships and travelling exhibitions, consulting and cultural engineering, patronage and philanthropy, corporate and brand relations, privatisation of spaces). The Ddei consists of three units:

- the international development department;
- the sponsorship, partnerships and consultancy department;
- the department for the privatisation of spaces.

Missions

Reporting to the Director of Economic and International Development, you implement the institution's resource development strategy for corporate philanthropy, partnerships and advisory activities.

In this capacity, you develop and manage all the promotional activities for prospects, patrons and partners. You define and implement strategies for the approach and loyalty of French or foreign companies and French or foreign donors, in order to finance the strategic projects of the Centre Pompidou, its exhibitions and events.

As part of your mission, you are in particular responsible for designing and implementing strategies to search for economic partners for various projects or offers (strategic projects of the Centre, exhibitions, events, pro school, etc...). You identify potential targets (competitive monitoring), define attractive offers and counterparties, develop and implement approach strategies. You coordinate the implementation of project presentation tools, if necessary with the support of external resources.

You must conduct partner and potential patron outreach operations, formulate offers in a responsive and responsive manner, and conduct negotiation phases likely to engage with the prospects approached. You will have to establish, if necessary, the agreements providing for the commitments of the partner (amount of counterparties, schedule, etc.) and those of the Centre (visibility, events, etc.)

You ensure the proper conduct of projects, the loyalty of partners, and the follow-up of monitoring the contractual relationship and maintaining and maintaining the management database in a rigorous and reliable manner.

Administrative schedules

Management Permanence

Availability on certain evenings and weekends (previews, openings, sponsorship and partnership operations)

Profile

You have a postgraduate degree in higher education or equivalent and have significant professional experience in similar roles. You demonstrate a very good knowledge of the French and international market, patronage and philanthropy, the main sponsoring companies and their past actions as well as the strategies of competing institutions and intermediaries. You have a good knowledge of the history of art and culture of the 20th and 21st centuries. You are aware of the legal and tax rules relating to corporate sponsorship.

Your know-how enables you to draw up business forecasts in terms of objectives, budgets, organisation and resources. You are able to weave and maintain a professional network, conduct and conclude negotiations and understand the problem of the interlocutor and provide attractive and attractive solutions (in the commercial sense of the term).

Your soft skills allow you to adapt your behaviour and your mode of communication to the different types of interlocutors or work situations encountered by demonstrating a high degree of interpersonal fluency and a certain sense of opportunity. You are able to work as a team, with rigor and method, within the imposed deadlines while demonstrating autonomy, initiative, creativity and synthesis.

You are familiar with standard office tools (Word, Excel, Power Point, etc.).

You are fluent in English and possibly a second foreign language.

YouthCare Corporate Partnership Manager

AT YOUTHCARE: YouthCare envisions a community where no young person experiences homelessness, all young people have the opportunity to thrive, and the systems that oppress them are dismantled. YouthCare serves young people of many racial and ethnic backgrounds, abilities, sexual orientations, gender identities, and religious beliefs, and we seek a workforce that reflects that diversity.

ABOUT YOUTHCARE: YouthCare works to end youth homelessness and to ensure that young people are valued for who they are and empowered to achieve their potential. Founded in 1974, YouthCare was one of the first programs to serve runaway and homeless youth on the West Coast. The goal was to help young people find safety today and build a future for tomorrow. Over four decades, we've defined best practices and developed programs that are a national standard for excellence. Using a youth-centered approach, we ensure that young people experiencing homelessness ages 12-24 have the hope, skills, and confidence to gain long-term stability.

ABOUT THE DEVELOPMENT TEAM: YouthCare's Development Team provides young people and staff at YouthCare with the support and items young people need to reach their potential. The Development Team is responsible for fundraising, community engagement, external communications, public policy work, volunteer coordination, in-kind donation management, and much more!

POSITION SUMMARY: Under the supervision of the Director of Community Engagement, the Corporate Partnership Manager will engage and steward key corporate relationships, document history, and context, and serve as a consistent, mission-focused ambassador for YouthCare.

ESSENTIAL RESPONSIBILITIES:

- Serve as the positive point person for key corporate relationships.

- Commitment to the mission, YouthCare values, and customer service orientation internally and externally.
- Act as liaison between the agency and the community.
- Develop relationships that result in increased engagement from companies.
- Develop, design, implement and evaluate community engagement strategies with corporate partners to support financial and relationship-building goals.
- Design YouthCare's partnership appreciation and retention plan. Steward partnerships for maximum impact and longevity.
- Field and respond to inquiries regarding corporate partnership and any other development-related inquiries, in a timely matter; Collaborate with corporate contacts using impeccable communication.
- Portfolio management to grow corporate support and increase engagement including volunteering, corporate gifts, grants, sponsorships, matching funds, and in-kind giving.
- Cultivates, solicits, and stewards financial gifts, grants, and sponsorships from partners.
- Identify, research, prospect, to outreach to prospective and current corporate partners.
- Identify and create new partnerships with companies and individuals.
- Analyzes giving trends and identifies opportunities for increased fundraising from companies.
- Thoroughly document and track corporate partner engagement in Blackbaud Raiser's Edge, NXT, and VolunteerHub.
- Draft, edit, and facilitate the signing of MOUs and subcontracts as necessary, in collaboration with relevant teams at YouthCare.
- Represent YouthCare in various networking, public speaking, touring, or presentation opportunities. Design presentations as needed.
- Ensure clear internal communications regarding partnerships that are relevant to staff or youth access to resources.
- Work collaboratively with the entire Development Team. Support fundraising, in-kind coordination, volunteer programming, YouthCare's Annual Luncheon, and YouthCare's Community Campaign, especially as it relates to corporate partnerships.
- Support external communications related to partnerships: photos for social media, quotes, and stories of impact, etc.
- Keep all partnership materials and communications updated, on-brand, relevant, and compelling, including, but not limited to, webpages that provide information about partnering with YouthCare.
- Co-build and execute an annual partnership stewardship budget and plan.
- Address any issues that come up with corporate partners. Ensure physical, emotional, and mental safety of volunteers, youth, and staff in every interaction.
- Build and maintain working knowledge of youth homelessness, Seattle homelessness trends, and YouthCare's programs and remain consistently updated on changing and nuanced donor messaging to be able to answer a myriad of questions or redirect to appropriate staff.
- Serve as an ambassador and momentum creator for YouthCare's mission in a variety of environments.

- Support the Development Department in all its endeavors to reach annual revenue goals; serve to support teammates and overall departmental success.
- Performs other related duties as assigned.

This job description is not intended to cover every aspect of your job at YouthCare. We are a team that works together to meet the needs of our clients and every member of the team is expected to pitch in and help even beyond the specific responsibilities listed in this description.

QUALIFICATIONS – MINIMUM REQUIREMENTS:

- 2 or more years of fund development, corporate relations, customer service, sales, event planning, or public relations (volunteer or work) experience.
- Demonstrated experience with a database/donor CMS
- Strong organization, prioritization, and the ability to meet deadlines; impeccable follow-through and multi-task management.
- Comfort and experience with Microsoft Office and virtual meeting platforms.
- Ability to manage multiple projects while remaining focused on the experiences of donors and the needs of young people.
- Outstanding verbal and written communication skills.
- Strength in logistical planning, information management, and systems efficiency.
- Ability to work independently as well as within a strong and experienced team.
- Ability to ask questions and clarify tasks and goals of projects.
- Ability to work effectively and maintain positive relationships with internal staff members and external constituents.
- Ability to effectively represent YouthCare positively in the community.
- Ability to remain flexible and problem solve independently; innovative approaches to problems.
- Ability to set appropriate boundaries and navigate quick and unexpected changes successfully.
- Truly enjoys working with teams and is an energetic, self-described “people person.”
- High School Diploma or GED

PREFERRED REQUIREMENTS:

Bachelor’s degree in a related field, and two years fund development, special events, and/or public relations experience. Volunteerism will count as experience in the field. Experience and comfort utilizing Blackbaud Raiser’s Edge.

CONDITIONS OF EMPLOYMENT:

- Must be able to provide I-9 supporting documentation for employment.
- Current TB Test.
- Food Handler’s Card.

- Successful completion of YouthCare training as available. Training may include New Employee Training, Cultural Proficiency training, CPR/First Aid and HIV/AIDS training, CSEC training, Right Response training, Defensive Driving, and 15-Passenger Van training.
- Must possess a valid WA State Driver's License and have the ability to drive.
- When driving YouthCare vehicles, you must possess a valid WA State Driver's License; meet minimum safe driver criteria established by the agency and YouthCare's insurance company.
- Computer software skills including Microsoft 365.
- Initiative, creativity, reliability, flexibility, thoroughness.
- Strong verbal and written communication skills with good quality spelling, grammar, and punctuation
- High integrity when dealing with a broad array of cultures and restricted and/or confidential information.
- Ability to contribute to overall team functioning.
- Ability to accurately maintain and produce files, records, logs, and reports; follow-through on data entry.
- Experience and credentials must comply with program accreditation requirements.
- May be required to assume responsibilities or duties within the agency not specifically delineated in this job description for short periods of time or on an infrequent basis.
- Commitment to YouthCare's initiative to build cultural proficiency across the agency. Acceptance of a variety of lifestyles, behaviors, and cultural and spiritual practices.

PHYSICAL REQUIREMENTS:

Ability to perform a range of physical motions, exerting up to 50 pounds. Lifting and carrying up to 50 pounds; standing, walking, sitting for long periods of time, kneeling, squatting, and stooping; running for brief periods of time, and go up and downstairs.

American Cancer Society Corporate Relations Manager

At the American Cancer Society, we're leading the fight for a world without cancer. Our employees and 1.5 million volunteers are raising the bar every single day. The people who work at the American Cancer Society focus their diverse talents on our singular mission: to save lives, celebrate lives, and lead the fight for a world without cancer. We achieve our mission by drawing on our core values of integrity, compassion, courage, determination, and diversity.

It is a calling. And the people who answer it are fulfilled.

- Executes against the Society's strategy for corporate partnerships and account management, including the pursuit of new opportunities, managing and cultivating

existing relationships, implementation of corporate initiatives and driving account engagement to achieve ACS mission priorities and significant income targets. Ensures engagement and mobilization of diverse partners, constituents, and volunteers.

- Serves as the primary relationship manager for a portfolio of priority corporations, corporate foundations, CEOs, C-Suite executives and other high impact individuals with responsibility for prospect research, recruitment, cultivation, and retention.
- Aligns corporations and CEO affinities and needs with ACS priorities and events to achieve individual income goals, support enterprise goals, and to further our impact to mission programs and services, with a focus on securing six-figure revenue partnerships.
- Drives comprehensive corporate alliances through employee & executive engagement, corporate foundation gifts, nationwide consumer engagement opportunities, network fundraising activities and mission funding opportunities
- Assists with maintaining a CEOs Against Cancer® (CAC) chapter, achieving high recruiting levels and member retention rates, and delivering against the CAC strategy by meeting/exceeding recruiting and revenue goals
- Leverages volunteers as door openers and relationship builders.
- Oversees the delivery of high-level constituent experience and recognition programs in order to cultivate new expanded opportunities; Collaborates with development and philanthropy staff on the ongoing cultivation of existing donor relationships
- Partners with account operations and support functions to ensure successful corporate program execution, including tracking, planning, implementation and continuous performance feedback.
- Partners with the GHQ Corporate Alliances department to provide support with Fortune 500 account management and region level execution as part of a coordinated corporate engagement effort.
- Monitors and fosters behavior that establishes a culture that values the staff/volunteer partnership, and is consistent with the cultural beliefs and values of the Society
- Ensures regional staff and volunteers reflect the diversity of the communities served by the region and creates and reinforces an environment of inclusion.

Position Requirements:

BS/BA or equivalent experience, plus a preferred 3 years successful experience in fundraising, corporate engagement, and executive relationship development with distinguished partners, preferably with a multi-million dollar organization.

Demonstrates the following Corporate Partnerships Competencies: Action oriented - Builds networks - Business insight - Collaborates - Communicates effectively - Drives results - Situational adaptability - Strategic mindset

- Established ability to build and cultivate relationships and influence strategies and techniques for high level corporate executives, community leaders, high net worth individuals, and diverse constituents.
- Knowledge of product marketing/sales concepts.

- Outcome driven with ability to respond to changing circumstances and priorities.
- Demonstrated success with managing a team of high-end relationship/account managers.
- Ability to manage and motivate groups and individuals.
- Excellent oral and written communication, presentation and interpersonal skills.
- Strong market, community and constituent perspective.
- Broad knowledge of the overall structure, programs, and services of the American Cancer Society including policies and procedures.
- Remains composed under stress, handles responses to criticism tactfully and delivers on organizational commitments.
- Ability to analyze and integrate information from relevant sources.
- Proficient in computer-based information systems.
- Excellent project management, planning, and organization skills.
- Strong strategic planning skills.
- Some travel required

We are committed to providing staff with fulfilling opportunities to learn, grow and make an impact in their local communities. We offer staff a generous paid time off policy; medical, dental and retirement benefits, and professional development programs to enhance staff skills.

**Habitat for Humanity
Corporate Partnerships Operations Manager**

Do you thrive on managing process and driving continuous improvement? The Corporate Partnerships Operations Manager, reporting to the VP, Corporate and Cause Marketing Partnerships will support a successful team to drive efficiencies in order to continue to grow revenue. Cross-functional collaboration with key internal stakeholders is at the heart of setting up financial, legal, stewardship of donors and communications team functions for success. The ideal candidate will be able to influence process improvement with all stakeholders and set up accountability measures to ensure goals are met.

Essential Duties and Responsibilities:

- Departmental Donor/Prospect Coordination and Tracking (25%) Support Vice President in coordination of Senior Leadership and Board of Director roles in donor cultivation and prospecting. Liaise with donor relations for stewardship, events, annual report and key projects. Support coordination and process development between global regional offices, national offices and headquarters team to grow and execute multi-national partnerships.
- Cross-functional collaboration (25%) Collaborate and resolve issues as needed with critical internal stakeholders across Communications, Legal, Finance and Program teams. Support partner communication process including CRM database tracking, partner portal, document updates and other items as needed. Work across US and

international program teams to support collaboration, support subject matter experts on the corporate team and keep the team updated, as needed.

- Financial Coordination (20%) Align financial end to end processes from budgeting, forecasting and monthly reporting of revenue. Support process of detailed fund management of partner commitments. Develop partner and frontline fundraiser ROI assessments. Monitor team travel budgets.
- Continuous Improvement (20%) Streamline work with a bias toward continuous process improvement. Lead and participate in special projects as needed.
- CRM (10%) Blackbaud CRM super user to assist with partnership tracking, KPI's monthly reporting and revenue reporting.

Minimum Required:

- Bachelor's degree preferred and/or operational management of revenue development at either for profit/non-profit. Equivalent combination of education/experience may be considered.
- Experience leading and managing multi-disciplinary teams.
- Must have excellent command of the English language, both oral and written.
- Strong computer literacy and proficiency in Microsoft Office and Blackbaud BBCRM (or similar CRM).
- Proven experience process improvement, LEAN/Six Sigma is a bonus.
- Active support of HFHI Values:
 - Humility – We are part of something bigger than ourselves
 - Courage – We do what's right, even when it is difficult or unpopular
 - Accountability – We take personal responsibility for Habitat's mission

Safeguarding: HFHI requires that all employees take seriously their ethical responsibilities to safeguarding our intended beneficiaries, their communities, and all those with whom we work. Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse, safeguards the rights of beneficiaries and community members (especially children), and promotes the implementation of Habitat for Humanity's code of conduct.

3) Which other arts institutions have employed someone in a position like this?

Among our members we identified three arts organizations that have within their staff someone with a similar role to the one you are looking for. We are able to put you in contact with them if you want to gain insights on how they describe the role and define their org chart.

- Teatro Mayor

Laura Escobar - Deputy Director Partnerships and Innovation

- Arena Stage

Charity Harris - Corporate Sponsorships Manager

- Aspen Music Festival

Megan McLeod - Corporate and Foundation Relations Manager