



POSITION DESCRIPTION

Position Title	Sponsorship Manager
Business Unit	Resource Development
Home Department	Corporate & Foundation
Location	Chevy Chase, MD
FLSA Status	Exempt
Full-Time or Part-Time	Full-Time
Telecommuter Status	Position Not Eligible for Telecommuting

Mission

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations, and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Position Summary

4-H seeks a dynamic Sponsorship Manager to contribute to the Resource Development fundraising goal that includes cultivating and soliciting major corporate partners, specifically for the development of a portfolio of sponsorship programs for National Youth Science Day and National Youth Summit Series. This position will be responsible for developing fundraising strategies, donor stewardship, and creating sales materials and revenue reports. He/she will work in partnership with the Sr. Director of Workforce Initiatives and a cross-functional team, including Account Management, Marketing, and Program Teams to activate partners successfully.

Responsibilities

- Maintain new business pipeline for sponsored programs and for meeting assigned team revenue goals.
- Lead cross-functional team and project managers to develop packages and steward donors throughout the development process. Proactively explore avenues of potential business channel growth through new program recommendations and creative packaging.
- Perform financial analysis in support of new initiatives to present to departmental and leadership teams. Develop revenue projections for sponsored programs and manage progress/reporting to objectives.
- Assess viability and make recommendations on accepting and leveraging new business proposals received from external organizations.
- Leverage 4-H's property assets to deliver a strong return on investment for partners
- Work across departments to ensure strategic initiatives and business objectives achievement for all group and corporate partners.
- Establish a suite of sales and development materials (hand-outs, presentations, reports, etc.) needed to secure funding, steward donors, and maintain and ensure use by the broader development team.
- Negotiate program terms, initiates Letters of Agreement/contracts and monitor contract process through approval.
- Oversee program execution in partnership with cross-functional teams and identify opportunities for program extensions and, or integration with other partner programs or Council-sponsored activities.
- Meet 4-H standards in program performance per outlined terms and conditions in Letters of Agreements/contracts.

- Responsible for prospecting, partner outreach, stewardship, and renewal. Perform other duties as assigned.

Qualifications

- BS or BA degree in marketing, public relations, or business-related field required.
- Three plus years of experience in fundraising, marketing, sponsorship development, or project management for an organization with significant national recognition
- Three plus years of relationship management experience, including establishing and growing relationships between the private and non-profit sectors
- Must have exceptional written and oral communication skills, with the ability to work across various technology platforms, including virtual and video conferencing, and collaborative documentation.
- Must be familiar with and understand the non-profit environment.
- Must have excellent written, verbal, and interpersonal communication, negotiation, and presentation skills, and strong organizational skills and the ability to prioritize.
- Advanced knowledge of Microsoft Suite (requires excellent spreadsheet and PowerPoint application skills). Must be able to lead, support, and manage across functional teams
- Proficiency in Raiser’s Edge or similar fundraising/CRM software preferred.

Travel Requirements: Travel may be necessary, up to 20% of the time (5 days/month; local, regional, national). Would require travel by air, car, rail.

Position typically has the following Career Ladder:

- Sr. Manager
- Development Director
- Senior Development Director
- Vice President of Development

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Advanced
Critical Thinking	Proficient
Initiative & Innovation	Mastery
Collaboration & Teamwork	Mastery
Customer Orientation	Mastery
Business Mindedness	Proficient
Spirit of Diversity & Inclusion	Mastery

Disclaimer

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to include a or contains a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other tasks as needed.

Revision Date

7/11/2019