



# COMMUNITY SECONDMENT PROGRAM

## 2023 POSITION DESCRIPTION

Role:	Manager, Business Development
Department:	Resource Development
Reports to:	Director, Strategic Partnerships

## PURPOSE OF ASSIGNMENT

The Manager, Business Development is responsible for the development and growth of a portfolio of corporate partnerships and contributes to the growth of the corporate fundraising program. The incumbent will identify, cultivate, and build productive relationships with new stakeholders and existing corporate partners, and grow financial revenues for United Way East Ontario. The Manager will design, develop, implement, evaluate, and manage effective fundraising strategies to meet approved revenue targets.

This position is frequently a first point of contact for prospective corporate donors. The incumbent will be primarily responsible for new business development, managing specific industry sectors of corporate donors, cause marketing, and sponsorship agreements. The Manager works closely with the broader Strategic Partnership and Resource Development teams, and provides input to cultivation and stewardship activities, as well as recognition opportunities.

## RESPONSIBILITIES

### **Program development, planning and management – 25%**

- Contribute to the development of corporate strategy initiatives and activities, and the strategic growth of the department's corporate portfolio.
- Contribute to the development and implementation of an annual and multi-year plan for promoting and securing corporate participation that is aligned to our impact strategy, corporate engagement, cause marketing initiatives, third party events and sponsorship agreements.
- Develop, manage, and steward strategic corporate relationships.
- Design and implement appropriate solicitation strategies, including the development of briefing materials, proposals, presentations, sell sheets, call notes, and donor recognition.

- Analyze trends in corporate fundraising, identifying opportunities and challenges, and develop strategies to ensure goals are met.

### **Business Development – 50%**

- Forge new relationships that are strongly aligned with the organization's overall mission and strategic objectives.
- Create, with the support of the Director, a clear methodology that highlights activities taken against the plan to secure success.
- Develop and maintain relationships with small, mid and large-sized corporations with a focus on securing new business such as: Corporate campaigns, sponsorships, partnerships, referrals for third party events, Affinity Programs, and general business development opportunities as they arise.
- Grow new business and partnership opportunities through identifying, researching, and prospecting.
- Conduct regular research and analysis of market trends for new funding opportunities in alignment with strategic priorities and portfolio targets.
- Contact, cultivate and solicit prospective corporate and association donors, transitioning them in an appropriate and timely fashion toward solicitation and closure.
- Identify and attend events as United Way East Ontario representative that develops and nurtures potential corporate donors.
- Establish trust with donors and define and uphold mutual expectations and responsibilities for all parties involved in the relationship.
- Create funding opportunities to meet supporter marketing and community investment objectives.
- Contribute to the development of other donor segments as appropriate.
- Oversee reporting deliverables to corporate donors.
- Maximize commitment to our community – via financial support and volunteer engagement – by establishing and growing strong, meaningful relationships with corporate donors. Establish year-round relationships with constituents (volunteers and prospects) to facilitate further engagement opportunities.
- Help build and manage business development program for the Resource Development department and shape the program as needed, based on the local business.

### **General Management & Administration – 25%**

- Contribute to the planning of donor and corporate recognition and cultivation events.
- Maintain up to date and accurate donor/prospect profiles and records of contact.
- Record and track all contacts and communications and provide comprehensive reports on program progress.
- Work successfully with internal team members, and cross-functionally with other departments, to coordinate and communicate sales support needs/requirements and to maximize time out of the office.
  - Engage or collaborate with other departments, as needed, to support organizational or team activities or goals.
  - Attend and actively participate in general staff and RD staff meetings.
  - Participate in working groups for various United Way East Ontario events such as: Community Builder of the Year Awards Gala, Launch Breakfast, Schmoozefest, etc.

## ASSIGNMENT DURATION

This assignment is a full-time position for one year starting in June, July or August 2023.

## QUALIFICATIONS

### Education/Experience:

- A College degree in an appropriate field or equivalent combination of education and work experience.
- Demonstrated commitment to lifelong learning and professional development.
- Two to five years of direct fundraising experience and/or focused sales experience for business development and sponsorship, with an applied emphasis on customer relationship building; applied consulting sales skills; and demonstrated success with effective listening skills.
- Experience working in a fast-paced environment, along with excellent project/program management and multi-tasking skills.
- Experience of working with volunteers and external stakeholders.
- Experience managing people would be considered an asset.

### Knowledge, Skills, and Abilities:

- Demonstrated knowledge and experience with tracking systems.
- Demonstrated effectiveness in relationship management and networking skills.
- Strong communication skills, both oral and written.
- Ability to organize and present information, views and concepts in a concise and understandable format to a variety of key stakeholders and audiences.
- Superior listening skills and ability to interpret the concerns and interests of potential stakeholders.
- Strong interpersonal effectiveness, including experience and comfort relating to senior leaders and decision-makers.
- Ability to problem solve and to respond effectively and calmly in difficult situations.
- Ability to persuade others and close sales opportunities – taking initiative.
- Ability to synthesize data into understandable reports.
- Ability to work as part of a team or autonomously and to work effectively under pressure.
- Ability to influence others' leadership skills.

- Strong organizational and time management skills.
- Ability to prioritize workload, meet deadlines, and provide high level performance of tasks.
- Proven organizational and facilitation skills.
- Strong customer service skills.
- Attention to detail.
- Sound judgment and integrity; tact and diplomacy.
- Result oriented – consultative selling skills and knowledge of fundraising fundamentals.
- Computer literacy in word processing, database/CRM and presentation software, especially Microsoft Word, Excel, Outlook and PowerPoint. Andar an asset.
- Bilingualism in both official languages (spoken and written) preferred.
  - A vehicle is required for this position.

## BENEFITS OF THIS ASSIGNMENT

- Apply and refine the following professional competencies through experience in the non-profit sector: Communication; Interpersonal; Client Services; Self-Management; Thinking; and Organizational.
- Opportunity to work with a dynamic community organization.
- Contribute to making our community stronger, healthier and safer for all.
- Network with United Way East Ontario staff and volunteers.

## HOW TO APPLY

Community Secondment Program benefits, terms and conditions are available on our website. Applicants should review this material with their manager and obtain their manager's approval to apply.

To apply please forward your resume and a cover letter (maximum 500 words) to [csantamaria@unitedwayeo.ca](mailto:csantamaria@unitedwayeo.ca). Please indicate which positions are of interest and copy your manager in your submission.

