

AMC CANCER FUND JOB DESCRIPTION

Job Title: Manager, Strategic Partnerships
Reports To: Nancy Stewart, VP of Community Relations
stewartn@amc.org or 303-239-3335

Position Overview

In accordance with the strategic plan, the Manager of Strategic Partnerships is responsible for helping achieve the overall fundraising goals of the organization by identifying, cultivating, soliciting and maintaining relationships with corporations and foundations in order to achieve the mission of AMC Cancer Fund.

Duties and Responsibilities

Corporate Partnerships

- Identify prospects; develop and propose strategies for the cultivation of corporations and engage them in annual partnerships that would ideally encompass 1) Annual monetary gifts or cause related marketing programs; 2) Sponsorship and participation in AMC Cancer Fund's fundraising events; 3) Encourage employee involvement through workplace giving; 4) encourage volunteer leadership through event committees and the board of directors.
- Prospect for new supporters by researching local and regional corporations with similar philanthropic goals and contacting to begin cultivation.
- Identify, through various appropriate sources, business organizations moving into the area so as to preempt the opportunity to recruit newly arrived executives to AMC's mission.
- Optimize existing relationships with companies and develop movement strategy to engage them at more extensive level.
- Research, identify and cultivate grant opportunities from corporate foundations.
- Incorporate corporate sponsor program that quantifies the benefits of supporting AMC, including cause-related marketing strategy and partnership affiliations.
- Participate in local civic and business organizations to network and prospect for new supporters. Identify opportunities in the business community to promote awareness of AMC and educate the community about cancer and cancer research.
- Maintain high quality stewardship process for active corporate prospects. Ensure that stewardship and reporting requirements are met to sustain successful partnerships by maintaining detailed records of solicitation activities.

Overall Organization

- Succeed in achieving revenue goals to reach the overall organizational budget of \$1.8 million in 2012, with aggressive increases every year after.
- In coordination with Resource Development team, develop strategy for social media marketing plan.
- Assist with development of marketing materials that will resonate with corporate sponsors and donors.
- Scan news sources on a regular basis to identify and follow activities of leaders in the business community for opportunities to engage.
- Make presentations about the AMC mission and cancer research, treatment, prevention and control.

- Work in partnership with AMC Resource Development and administrative staff as well as other fundraising organizations, volunteer leadership and donors to explore new prospects and outline special requirements.

Skills and Abilities

- Ability to initiate, develop and maintain effective relationships and determine when and how supporters can be successfully solicited for a gift.
- Knowledge of cultivation, solicitation, and stewardship strategies and techniques, particularly in the area of corporate fundraising techniques.
- Ability to promote AMC's fundraising and strategic priorities by developing excellent working relationships with business leaders and senior corporate executives.
- Demonstrated leadership and the ability to successfully manage multiple tasks.
- Experience in the use of social and viral marketing as it relates to fundraising, donor cultivation and engagement.
- Able to work under pressure of deadlines and revenue goals.
- Excellent oral, written and interpersonal skills required.
- Demonstrated knowledge of methods, practices and procedures for obtaining information about the giving programs of corporations.
- Ability to maintain a high level of poise and professionalism in all circumstances.

Education and Experience

- Bachelor's Degree, preferably in nonprofit management, business, or communications.
- Five years in nonprofit fundraising, sales, marketing, business or other related fields.

Additional Requirements

- DonorPages or other database and/or customer management system experience required.
- Ability to navigate and utilize internet and virtual communication tools.
- Advanced skills in Microsoft OfficeSuite.
- Some weekend and evening work will be required.
- Must be able to travel around the region to meet with companies and business leaders.