

Associate Director of Strategic Partnerships

SUMMARY

The Associate Director of Strategic Partnerships works to increase revenue and achieve fundraising goals through corporate partnerships. This position works closely with the Senior Director of Corporate Giving and Strategic Partnerships to develop and execute a program that engages new and cultivates existing corporate relationships in the Greater Rochester and Finger Lakes area. Building the program includes, initiating new and winning back lapsed workplace campaigns; working cross-functionally to create opportunities that meet the corporate social responsibility goals of our partners; and tailors sponsorship packages that elevate our partners' brands. This position will be a member of internal Priority Account Teams serving our top Workplaces. This position also works in collaboration with Marketing, Community Impact, Finance and other departments to achieve United Way's mission and goals and the specific revenue goals of this position

Essential Functions

- Manage day-to-day operations for the Strategic Partnership Program which includes revenue generation from Corporate gifts, Corporate Social Responsibility activities and Sponsorships
- Manage personal workplace portfolio which includes larger-scale corporate accounts.
- Winning back lapsed Corporate support (ie. previous Workplace Accounts and/or Corporate Donors).
- Maintain a comprehensive database within UW Client Relationship Management system (currently Andar and Salesforce) for all corporate partners and assigned portfolio.
- Cross-functional collaboration to create and execute donor engagement opportunities which include, but are not limited to: Workplace Giving Campaigns; Corporate Gift Programs; Program and Event Sponsorships; and Team Building/Employee Volunteer Activities.
- Assist the CDO and Sr. Director of Corporate Giving to conduct discovery conversations with decision-makers within the business community; identify corporate partner goals and tailor a UW corporate opportunity package to meet identified needs.
- Works collaboratively within the Resource Development Team to develop and implement new account development activities.
- Works collaboratively with Individual Giving Team to identify major donors who can open doors to corporate partnerships
- Works collaboratively with Campaign Relationship Managers to review leadership donor data in their perspective workplaces and develop engagement strategies
- Create and deliver presentations

Skills and Competencies Required:

- Strong writing skills
- Listening and verbal communication skills
- Strong Data Analytic Skills
- Strong organizational skills
- Strategic thinker and connector
- Proficiency in Microsoft Office Suite
- Excellence in Salesforce, Use of Andar a plus
- Strong attention to detail
- Self-Starter and ability to anticipate needs
- Flexible and adaptable to change
- Ability to engage and collaborate with Executive or Senior Leaders
- Ability to build rapport across demographics
- Growth mindset
- Passionate about mission-driven work and strengthening communities

FLSA Classification: Exempt

Salary Range: \$65,000-\$73,000

Supervisory Responsibility: None at this time. Growth mindset required to grow program.

Reports to: Senior Director of Corporate Giving and Strategic Partnerships

Travel: This position may require some local travel

Education and Experience: Bachelor's degree or plus a minimum of 4 years of experience in fundraising and/or sales-related areas.

How to Apply

Click [Here](#) to apply.

JOIN THE TEAM!

United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

MISSION

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this region stronger and more vibrant together.

VALUES

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented and trustworthy. United Way strives to ensure employees and external partners feel valued, connected, and empowered.

CULTURE STATEMENT

We are committed to creating a welcoming environment that embraces, values, respects, and encourages people to show up as their authentic selves to produce their best work. Together we ensure that processes, policies, and practices foster fairness, belonging, and equity that reflect the views and values of all people within all levels of our organization.

WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.



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