



OPERATION GRATITUDE Position Description Form

JOB TITLE: Director of Corporate Engagement

DEPARTMENT:

REPORTS TO: Chief Executive Officer

LOCATION: Remote

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to say thank you

Vision: We are focused on a future where all who serve believe the American people care

THE OPPORTUNITY:

Reporting to the Chief Executive Officer, the **Director of Corporate Engagement** is responsible for raising unrestricted funds from business entities through off-site employee engagement events (“Events”) and event/volunteer based sponsorship. Each year, Operation Gratitude partners with companies large and small to host service projects and Assembly Days at corporate team meetings, conferences, conventions, retreats, and other professional gatherings. The Director of Corporate Engagement must have the ability to build relationships with his or her prospects to engage multiple decision-makers in the fundraising/sales process and successfully close and execute the Event with the corporation.

KEY RESPONSIBILITIES:

Planning

- Develop an annual strategic plan to engage companies in Operation Gratitude’s corporate employee engagement programs and sponsorship.
- In partnership with the Accounting Manager, reconcile all corporate financial donations received to date to ensure all opportunities are tracked and closed in a timely manner
- Contribute to Development’s quarterly board reporting
- In partnership with the Director of Corporate Partnerships, summarize yearly accomplishments for board reporting and corporate partner impact reporting.

Prospecting

- Secure corporate partners/sponsors for large scale community-wide Assembly Days in targeted locations to include venue, financial, and volunteer support as they align with the overall strategic and annual plan.
- Serve as first point of contact for all companies interested in learning more about corporate event sponsorship/engagement opportunities
- Identify and research companies that participate in employee team building programs, and/or support the Military and First Responder communities
- Give presentations, participate in conferences, and facilitate educational programs on Operation Gratitude’s Corporate Events
- Develop and maintain a prospect portfolio of leads by setting calls and meetings, building relationships, working through challenges and receiving a commitment to support Operation Gratitude through sponsorship or corporate engagement

- Utilize Salesforce and other tools to track and automate the prospecting process

Proposal Process

- Design and oversee proposals that engage corporations in ways that maximize value to Operation Gratitude and to the company
- Coordinate items included in Corporate Event proposals with the Operations Team to ensure that current and near future program needs are met according to the Program Goals and Distribution Schedule
- Work with the Chief Executive Officer to maximize potential gifts and ensure the correct ask is matched with the potential Corporation
- Coordinate with the Senior Director of Volunteer & Community Engagement, Director of Communications, and with the Director of Corporate Partnerships to ensure that effective strategies are utilized to increase revenue opportunities associated with each Event, and to explore other ways for Operation Gratitude to be involved with a particular company, including, eg., workplace volunteerism, employee giving, corporate & foundation giving, employer matching of volunteer time, etc.

Event Management + Oversight

- Project manage large corporate sponsorship including large scale engagements
- Work with the Programs Department to coordinate and oversee any assembly events with corporate sponsors (relationship management, liaison between corporate partner and the event logistics team)
- Work with the Senior Director of Volunteer & Community Engagement, and Program Directors/Managers to increase volunteer turnout for the sponsored community at large scale off- site Assembly Days
- Oversee the logistics and execution of large scale corporate engagements events working with the other members of the team who represent Operation Gratitude at these events:
 - Create a manual of best practices for the Event
 - Work with the Accounting Manager to invoice and secure payment
 - Order Event materials through Operation Gratitude's third-party sourcing partner
 - Monitor the shipping to and from Event location
 - Properly track and manage incoming items, generate forecast reports for Operations Team
 - Correspond with corporation before, during, and after the event
- Working with the Communications Department:
 - Develop an Event tool-kit that includes educational materials, a presentation, videos, and testimonials of Operation Gratitude care package recipients
 - Evaluate the potential for cross-press releases, media coverage, and coordination with the corporation's internal communication teams
 - Ensure that Event is mentioned on Operation Gratitude and Corporation's social media and other platforms
- Schedule and prepare Operation Gratitude executives to attend key corporate employee engagement events

Relationship Management

- Build and steward relationships; help develop overall strategy in working with corporate partners

- Handle day to day management of larger corporate partnerships; approve assets, write copy, review and amend license agreements, etc.
- Provide effective communication and encourage teamwork with and among the corporation and other Operation Gratitude team members specifically with the development, programs and the operations departments, primarily as it related to the planning and coordination of corporate engagements
- Forecast and manage a pipeline to build relationships beyond the Corporate Event itself

KEY REQUIREMENTS AND QUALIFICATIONS:

Skills

- Highly developed communications skills (written/verbal)
- Interpersonal skills to deal with donors and corporate executives
- Proficient with sponsorship solicitation
- Excellent understanding of corporate fundraising best practices
- Highly organized
- Results/action oriented
- Strong project management skills
- Ability to work independently
- Strong personal code of ethics, integrity, diversity and trust
- Some travel required

QUALIFICATIONS:

- Strong commitment to vision, mission and values of Operation Gratitude
- Bachelor's Degree or equivalent preferred
- Must possess and demonstrate core competencies in:
 - Microsoft Office Suite, Google Workspace and Salesforce
- Development and/or Fundraising experience preferred

Operation Gratitude is an equal opportunity employer. For more information about Operation Gratitude, please visit www.operationgratitude.com

PROFESSIONAL LEVEL: Managerial/Exempt

To apply please email your resume and cover letter to Cheryl Zerah at Cheryl@operationgratitude.com.
