



JOB DESCRIPTION

Position Title: Sponsorship and Engagement Coordinator	Classification: Salary Non-Exempt	Date last revised: March 2023
Department: Development	Supervises: N/A	
Reports To: Assistant Director of Development		

Purpose

The BBBS CI Development team works with donors, businesses, foundations, volunteers, and others to develop and steward impactful and strategic relationships that generate funds critical to furthering the BBBS CI mission to ignite the power and promise of youth through one-to-one mentoring relationships.

The Sponsorship and Engagement Coordinator develops and supports new corporate sponsorship opportunities that result in both funding and volunteers, building on the Big Brothers Big Sisters brand to create impact with businesses and corporations in key BBBS CI service areas.

Key Competencies & Responsibilities

Key Competencies:

Relationship Builder

- Seeks out networking opportunities and actively works to build new relationships.
- Stewards a portfolio of new and existing corporate relationships and identifies strategic opportunities to maximize the impact of those relationships.
- Goes above and beyond to meet partner/sponsor needs and builds partner/sponsor loyalty through effective and reliable communication and fulfillment of plans.

Communications, Customer Focus & Sales

- Ability to build excitement about BBBS CI mission, impact, and opportunities to partner.
- Can effectively communicate what BBBS CI does, who BBBS CI serves, and adheres to BBBS CI brand standards.
- Ability to communicate effectively through writing, public speaking, online platforms, and other marketing efforts.
- Flexible and professional with all agency constituents to maintain productive relationships (Bigs, Board, Partners, Sponsors, staff).
- Models collaboration and creativity while working internally and externally.
- Maintains accurate record keeping, tracks relationship activity, and can accurately report progress and results.

Drive for Results

- Continually seeks opportunities to grow relationships and meet sponsor/partners' changing priorities through yearly meetings and/or soliciting feedback.
- Comfortable making cold calls and introductions independently
- Self-motivated to set and execute goals through focus and drive towards results.
- Holds themselves and others accountable for results and assigned tasks within projects.
- Aims to exceed expectations.
- Shows resilience when targets are not met; develops action plans to address shortfalls and adjusts.

Key Responsibilities:

- Identifies and engages new support for sponsorships of special events ranging from \$1,000-\$5,000 and support of programming to develop new relationships that further the mission of BBBSCI.
- Manages a large volume of cold outreach to potential sponsors for key events or programming
- Leads the identification, cultivation, solicitation, and stewardship efforts for corporate engagement, including an building a larger presence in Johnson County.
- Develops proficiency in presenting about BBBSCI and volunteer opportunities for the purpose of generating corporate employee volunteer inquiries.
- Demonstrate BBBSCI's commitment to Justice, Equity, Diversity, and Inclusion in all aspects of the role, and intentionally seeks funding opportunities that align with key JEDI initiatives
- Identify and attend networking events according to goals and serve as an agency liaison to the corporate/business community.
- Manages ongoing partnership fulfillment responsibilities and recognition of assigned corporate partners which includes creation and/or coordination of marketing, web, and video materials.
- Manages 3rd party fundraisers, including our annual Crew for Kids fundraiser, and the logistics/communication included in this key event.
- Manages key 3rd party funding initiatives led by Big Brother Big Sisters of Central Indiana.
- Identify and leverage corporate matching gift programs to maximize donor gifts.
- Ensure local implementation of appropriate/relevant national corporate fundraising opportunities.
- Maintain accurate, thorough, and accessible records for all activities, donors, and goals in donor management software, Raiser's Edge NXT preferred.
- Coordinate corporate event logistics as assigned.
- Support other efforts of the development department as needed.

General

- Support the development team in meeting all fundraising goals.
- Attend required meetings and events as scheduled.
- Establish and promote positive communication among all team members of BBBSCI to increase collaboration and reduce inefficiencies.
- Represent BBBSCI in a professional manner always, providing courteous service to both internal and external constituent and presenting a positive image of BBBSCI.
- Abide by BBBSCI policies and practices.
- Complete other duties as assigned.

Evaluation of Performance

Performance will be evaluated based on meeting the requirements of the job description; meeting performance metrics and other quality indicators established for this position; working effectively in a team environment; and demonstrating the values of Big Brothers Big Sisters of Central Indiana.

Experience, education, degrees, and licenses

Minimum requirements:

- Bachelor's degree in non-profit management, fundraising, or communications preferred.
- Previous work experience in fundraising, sales, marketing, or communications preferred.

Physical demands/Work environment

- Must be able to work proficiently with computers and other office equipment.
- Required to travel approximately 30-50% of time to meet with donors, participate in events, meet agency needs, attend conferences and meetings, etc. Travel is generally within Central Indiana.
- Must be able to pass a background check consisting of National Sex Offender, Criminal History and driving check.

ACKNOWLEDGEMENTS

Supervisor: I have reviewed this job description with my employee.

Signature: _____ Date: _____

Employee: I have reviewed this job description with my supervisor and acknowledge receipt.

Signature: _____ Date: _____

Human Resources:

Signature: _____ Date: _____