JOB DESCRIPTION

Position Title: Corporate Partnership Manager

Department: Corporate Development

FLSA Status: Exempt

Reports to: Director, Corporate Development

Last Reviewed: July 2023

Supervises: N/A

BASIC FUNCTION

The Corporate Partnership Manager oversees the operational aspects of the sponsorship program, ensuring the successful execution and delivery of partnership commitments and benefits. They will work closely with internal teams, external partners and other parties to manage the end-to-end process of sponsorship fulfillment and ensure a positive experience for all stakeholders. This role is responsible for developing and implementing standardized processes and procedures including day to day sponsorship management, deliverables tracking, and performance reporting.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Sponsorship Program Management:
- Manage corporate partner funding initiatives and the ADCES Industry Allies Council.
- Maintain a comprehensive inventory of sponsorship deliverables and timelines.
- Administer sponsorship activities including agreement deliverables, communications, and ensuring effective coordination between sponsor and internal teams.
- Enter funding proposals created by ADCES into required industry sponsor grant systems.
- Complete other tasks and projects as assigned.

Sponsorship Deliverables and Activation:
- Coordinate with internal teams and sponsors to define and document sponsorship deliverables, ensuring they are clear, measurable, and aligned with sponsor expectations.
- Oversee the execution of sponsorship deliverables, sponsor recognition, signage, promotions, and industry informational releases.
• Manage and create a multi-project critical path pipeline that houses partner engagement and benefits, cross-departmental workflow assignments, deliverable deadlines and fulfillment activities.
• Monitor the progress of sponsorship tracking timelines and ensure compliance with contractual obligations.

Relationship Management:
• Serve as the primary point of contact for sponsorship deliverables, establishing and maintaining strong relationships.
• Conduct regular meetings with sponsors to review progress, address concerns, and gather feedback on sponsorship deliverables and performance.
• Collaborate with internal teams such as marketing, education, events, and technology to implement deliverables and align sponsorship initiatives.

Reporting and Analysis:
• Develop and maintain a system for tracking and reporting on sponsorship performance, including key metrics, ROI analysis, and post-event evaluations.
• Prepare regular reports for partners summarizing activities, outcomes, and opportunities for improvement.

Contract and Legal Compliance:
• Ensure compliance with sponsorship agreements including contract terms and legal requirements.

KNOWLEDGE, SKILLS, AND ABILITIES
• Ability to build and manage relationships with both internal and external stakeholders.
• Must be detail-oriented with strong organizational and analytical skills.
• Familiarity with sponsorship best practices, industry trends, and legal considerations.
• Excellent communication skills, including written, verbal, and interpersonal.
• Self-starter with ability to think strategically, work independently, and effectively manage projects and project teams.
• Ability to possess and maintain confidentiality of sensitive or proprietary information.
• Flexibility for occasional travel as requested.

EXPERIENCE/EDUCATION
• Bachelor’s degree in related field preferred.
• Minimum of 3-5 years’ experience in sponsorship management, corporate funding relations or related roles.
• Proficiency in using Microsoft Office Suite (Word, Excel, Publisher, Power Point).
• Demonstrated experience with project management responsibilities.
• Previous experience with educational programming or marketing of programs a plus.
• Prior account management experience a plus.
PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile, and prepare work documents, set-up and maintain work files. Overnight travel may be necessary, flexibility to work additional or alternative hours to attend local and/or out of state meetings required.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours, plus non-traditional hours required to perform job duties. May require participation and attendance at organization sponsored events and/or meetings out of state. Must possess flexibility to travel as needed.