

## Director, Corporate Partnerships

The National Park Foundation seeks an experienced business development professional to fulfill the position of **Director, Corporate Partnerships**. This position will identify and secure diversified corporate revenue opportunities in support of the National Park Foundation's Centennial Campaign for America's National Parks, advancing the organization's strategic operations and programmatic initiatives. This position offers an exciting opportunity for the successful candidate to make a significant impact on the future of private philanthropy and corporate partnerships in benefiting our National Parks.

The Director will develop industry outreach strategies and generate corporate partnerships that drive revenue and garner marketing exposure and other benefits for the Foundation in its efforts to support our federal agency partner, the National Park Service (NPS). In this role, the Director will build and manage a portfolio of prospective corporate partners in assigned categories. The ideal candidate will have experience developing successful corporate partnerships with major brands, with a special emphasis on the outdoor industry.

### RESPONSIBILITIES AND DUTIES

- Responsible for securing high-level corporate partners from across business sectors, promoting multiple corporate marketing platforms and meeting a diverse range of philanthropic needs to assist in achieving NPF and team fundraising goals.
- Solicit, cultivate, and steward prospective corporate partners through sponsorship, cause marketing, licensing, and philanthropic grants.
- Research, identify and pursue prospective partners within certain assigned categories (i.e. energy, finance, insurance, technology, etc.), as well as manage a pipeline and portfolio of prospects.
- Develop strategic approaches and maintain accurate information on current marketing and partnership trends across assigned categories.
- Represent NPF and develop new leads by presenting at and/or attending industry conferences and trade shows.
- Develop and deliver presentations and proposals to corporate executives via in person pitch meetings, written proposals, conference calls and online grant applications.
- Prepare and staff leadership participation in high-level corporate fundraising efforts.
- Negotiate deal terms, develop and execute contracts with corporate partners, with an emphasis on structuring partnerships with significant incremental revenue potential.
- Work effectively with internal representatives from other departments including Grants & Programs, Marketing, Communications, Legal, and Finance to develop and execute corporate partnerships.
- Provide account briefings and reporting on corporate development activity on a regular basis.
- Collaborate with Vice President, other directors and account staff within the Corporate Partnership team to transition new partners to account managers to ensure seamless relationship management.
- Adhere to NPF brand standards and policies as well as those of our partner, the National Park Service.
- Demonstrate a commitment to NPF, the National Park Service, and America's national parks.
- Protect and steward the National Park Service brand.

- Work with internal stakeholders (and outside agencies of record) to develop strategies and programs to drive corporate partnerships.
- Work with fellow team members to steward existing corporate partnerships and foster long-term corporate partners and relationships.
- Support other NPF departments as needed through in-kind, marketing support and other assets.

### **ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES**

The ideal candidate should have the following:

- Demonstrated success in corporate fundraising, cause marketing, point of sale and retail strategy platforms, sponsorship, and relationship management.
- Direct experience in soliciting and securing corporate partnerships with Fortune 500 companies.
- A good understanding of current marketing principles, consumer trends, metrics, platforms (i.e. social media, email communication, etc.), and methodology.
- Strong, effective communications and presentation skills that engage and persuade high profile, major corporate prospects to support NPF.
- A creative approach to developing new partnership platforms and fundraising approaches to evolve with NPF's strategic needs.
- A passion for America's national parks.

### **PREFERRED EDUCATION AND EXPERIENCE**

- Completion of Bachelor's degree and 5-7 years of successful fundraising, sponsorship sales, cause partnerships, and/or business development experience.
- Experience in partnership sales / client management within the outdoor industry preferred, but not required.
- Experience working with public sector partners, at federal, state or local level strongly preferred.
- Non-profit experience preferred, but not required.

### **DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- While performing the duties of this job, the employee is regularly required to use hands to operate office equipment and computing resources.
- Employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, and often required to stand and walk.
- Employee must be able to sit for periods of time using office equipment and computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- Willingness and ability to travel frequently for this position.
- Professional attire is required.



#### **ABOUT NPF**

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

Chartered by Congress in 1967, the National Park Foundation is rooted in a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. Today, the National Park Foundation carries on that tradition as the only national charitable nonprofit whose mission is to directly support the National Park Service.

#### **TO APPLY**

- If you know you are the perfect candidate for this position, we want to hear from you. Please submit your cover letter, resume and salary history by email to [resumes@nationalparks.org](mailto:resumes@nationalparks.org). Please indicate "DIR-CORP" in the subject line of the e-mail.

*National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.*