



## Classification Description

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**Job Title: Director, Corporate Sponsorships**

**Pay Grade: 119**

**Job Code: 3639**

**FLSA Status: Exempt**

### **Job Purpose**

The Director of Corporate Sponsorships serves as a key member of the FSW Foundation Development team, helping to expand external funding through both sponsorships and philanthropy. Working as part of FSW Foundation leadership, the Director will identify, cultivate, solicit and steward corporate prospects and private donors to support College programs and activities. This position manages athletic fundraising for scholarships, programs, facilities, and sports venues.

### **General Responsibilities**

#### **Essential Functions**

Cultivates and solicits sponsorships and major gifts to meet current and emerging priorities of the College. Works with donors along the continuum that includes sponsorships, annual contributions, major donations, and deferred gifts. Philanthropic gifts may be designated for current use or to establish/expand an endowed fund.

Leads the gathering of support for the golf tournament and other events.

Manages event volunteers.

Focuses on gift solicitation in support of, but not limited to, scholarships, program support (new and existing), capital equipment, facility naming, renovations and construction, and student programs and services.

Engages the FSW Foundation Board of Directors in prospecting, stewardship and solicitations, as appropriate.

Acquires basic general knowledge about Florida SouthWestern State College. Remains current with new opportunities College-wide to expand sponsorship offerings.

Collaborates with College and Foundation leadership; maintains emphasis on the implementation of proactive approaches for growing philanthropy through prospect identification and cultivation, communication strategies, cultivation opportunities, and events.

## DIRECTOR, CORPORATE SPONSORSHIPS

Strengthens and solidifies the existing base of contributors, while expanding the pool of qualified prospects.

Supports Foundation communications strategies, which include print, social media, and events designed to motivate donors.

Plans and coordinates campus visits to acquaint alumni, friends, and professional groups with the need and benefits of providing support.

Conducts personal visits to build relationships with existing and potential donors. Nurtures and maintains relationships with past, current, and future donors.

Maintains records, contact reports, and background data to facilitate periodic reports on activities, costs, and results. Establishes and maintains follow-up systems.

Provides routine reports to sponsors, donors, and grantors regarding performance metrics and specific donations use.

Cultivates and solicits gifts from existing donors, new prospects, alumni, staff, faculty, and friends. Accompanies others on cultivation and solicitation visits.

Works to achieve, and be accountable for, defined annual goals.

Works with volunteers and Development or alumni staff to orchestrate the cultivation and solicitation of donor prospects, as appropriate.

Prepares written proposals and donor agreements that reflect Foundation and College policies, regulatory guidelines, and donor intentions.

Creates and maintains a list of Corporate Sponsorship prospects and tracks progress in Raiser's Edge.

Collaborates and communicates with other Foundation Development staff to determine which prospects are designated for the Corporate Sponsorship program. Serves as a member of the Foundation's development team and attends "Moves Management" meetings.

Operates within the approved Corporate Sponsorship and Development budgets.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

## DIRECTOR, CORPORATE SPONSORSHIPS

### Knowledge, Skills and Abilities

#### Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education.

Three (3) years of full-time, related professional work experience.

Demonstrated success in business development, marketing, PR, philanthropy and/or professional relationship-building.

Leadership, organizational, and operational acumen, with proven ability to manage multiple tasks and projects, and to meet established goals and deadlines.

Strong interpersonal skills, with the ability to develop authentic relationships with a variety of stakeholders, including board members, community leaders, donors, senior administrators, faculty, staff, alumni, friends and students.

Excellent skills in oral and written communications and professional presentations.

Ability to travel independently to FSW campuses, businesses and other community locations.

Experience using a personal computer, MS Office suite, social media, and time- and project-management software.

Experience using the Blackbaud Raiser's Edge platform preferred.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and relevant external regulations.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Create and maintain effective relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and satisfactorily complete assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to the team effort.
- Exercise discretion and good judgment, and maintain confidentiality as required.
- Work effectively with all College stakeholders.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and communicate with diverse stakeholders.

## DIRECTOR, CORPORATE SPONSORSHIPS

### Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

### Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: March 18, 2016. Revised: February 13, 2019, and June 13, 2023.