



CORPORATE ACCOUNTS MANAGER

Job Description

The Corporate Accounts Manager is responsible for optimizing up to \$3 million in annual revenue for corporate partners that participate in cause marketing programs, sponsorships, corporate donations and other philanthropic marketing programs on a national and multi-regional level. Duties include measurable strategic planning, implementing tactics, executing programs, managing relationships at various levels within a company, and expanding marketing and fundraising efforts while maximizing the funds and awareness/branding impact for Starlight. This full-time exempt position reports to the Global Accounts Director.

Responsibilities

1. Capitalizes on partnerships to create mutual value, agreed-upon benefits and a rewarding alliance. Ensures that the company's internal business objectives for philanthropy are met as well as their fundraising goals. Requires a relatively high degree of concentration in marketing, public relations, sales, creative knowledge and fundraising skills to develop, enhance and manage holistic corporate alliances.
2. Cultivates strong corporate alliances by building relationships with contacts to fully engage, and increase support and interest in growing their Starlight fundraising and marketing efforts.
3. Steers program development to optimize relationships and help companies maximize their fundraising and marketing efforts. Researches, creates and implements a strategic plan for each partner within the Manager's portfolio utilizing knowledge of historical data, cause marketing and business best practices, trends, technology and information affecting the partner company's business.
4. Manages annual campaigns and programs for partners who contribute an aggregate of \$3 million in revenue.
5. Creates, manages and monitors budget for companies within Manager's portfolio. Involves monthly review of P&Ls, ensuring expenses and revenue are coded correctly, and collection of contract payables.
6. Communicates, both internally and externally at multiple levels of an organization which includes a combination of electronic, written, face-to-face, telephone conversations and video conferences.
7. Understands Starlight's community and digital programs, marketing messaging and organizational needs. Identifies and presents opportunities for funding through corporate partnerships and programs. Includes but not limited to program-specific funding opportunities, in-kind donations, budget-relieving donations, product promotions, associate giving, matching gifts, corporate gifts, sponsorships, awareness initiatives, grants, and customer donation programs.
8. Researches and creates presentations, marketing communications plans and structured agendas. Reviews press releases, marketing and program collateral, and other resources. Works in collaboration with Communications Team and Development Team to make recommendations on how to utilize these elements to create an effective partnership and fulfill contractual marketing benefits.
9. Works in conjunction with global Starlight markets and Global Office staff to ensure a collaborative and consistent partner experience. Plans and coordinates corporate stewardship activities. Ensures that personal and timely stewardship materials are sent in response to gifts and that all partners receive regular and appropriate communications, invitations, etc. Calculates and reports ROI of corporate partner

programs. Works with Communications Manager on customized impact reports for partners valued at more than \$250,000 annually.

10. Develops and maintains a thorough understanding of cause marketing and non-profit best practices. Ensures compliance with Better Business Bureau Standard 19.
11. Maintains accurate data in Salesforce for current partners.
12. Involves minimal travel (10%) by plane and automobile.
13. Assumes additional duties, as required by department staff.

Qualifications

- Requires knowledge of fundraising, marketing and public relations, very strong communication and interpersonal skills; high attention to detail critical; public speaking skills; comprehension of complex verbal and written instructions; working knowledge of computer applications (Microsoft Word, Excel, Outlook) and Web browsers; requires a relatively high degree of interpersonal skills to develop relationships with individuals at various levels within Starlight and partner companies, including key executives and other stakeholders.
- Required: Bachelor's degree and 5 – 7 years or more of sales, public relations, marketing, or non-profit experience.
- Must possess a valid driver's license.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.