



## **JOB DESCRIPTION**

### **DIRECTOR OF CORPORATE PARTNERS** (Last Updated – 09-01-2024)

#### **Position Description & Duties:**

The Director of Corporate Partners is responsible for developing and maintaining a Corporate Partnership and Sponsorship program by identifying and acquiring sponsors who provide financial support in exchange for promoting their products or services to members. This position also conducts benchmarking and networking to ensure program viability.

#### **Responsible To:**

Vice President of Finance

#### **Responsibilities:**

- Develop and present partnership, sponsorship, and advertising proposals to the Chapter Board of Directors for approval.
- Negotiate terms and conditions of sponsorship arrangements with potential sponsors.
- Communicate chapter expectations and limitations regarding member solicitation to sponsors in writing.
- Oversee a committee responsible for the logistics, planning, communication, and coordination of Partner Program and sponsorship opportunities, delegating tasks to Corporate Liaisons as needed.
- Coordinate with the VP of Finance to ensure pledged sponsor funds are received and deposited.
- Work with Chapter Administration and Programming to align sponsorship activities with the relevant events.
- Follow up with sponsors before events to ensure mutual expectations are met.
- Maintain relationships with corporate partners to ensure they utilize benefits and are satisfied with the program.
- Serve as the liaison between specific partners and GMA SHRM.
- Update and track unspent partner benefits and provided value.
- Provide ideas for the EXCEL award.
- Contribute to the development and implementation of short-term and long-term strategic planning for the chapter.
- Ensure leadership continuity through succession planning.

#### **Requirements:**

- Regular attendance at GMA SHRM board meetings is expected.
- Attendance at bi-annual GMA SHRM strategic planning meetings is expected.
- Participation in annual GMA SHRM budget meetings is expected.

**Term & Commitment:**

- Serves a one-year term beginning the first day of July and ending the last day of June. Maximum term of five years on the Board.
- Monthly time commitment: three to four hours.