



Title: Manager, Corporate and Foundation Relations

Date: January 2024

Job Summary

The role of the Corporate and Foundation Relations Manager is pivotal in securing sustainable income for Atlanta Ronald McDonald House Charities (Atlanta RMHC) from corporate, foundation, and community sources, thereby achieving annual goals. This manager plays a direct and essential role in enhancing the strategic partnership team's success by both managing existing corporate partnerships in designated areas and cultivating new ones.

In addition, the position involves overseeing and influencing the Greater Atlanta McDonald's Owner Operator Association to integrate Round-Up into every customer order interaction. Encouraging McDonald's customers to participate in Round-Up not only contributes to building trust but also instills belief in Atlanta RMHC's impactful initiatives for families, thereby making a positive difference in the community.

Education & Experience

- Bachelor's Degree: A bachelor's degree in a relevant field such as Business, Marketing, Communications, Nonprofit Management, or a related discipline.
- Experienced in managing, inspiring and leading volunteer event committees with demonstrated success outcomes a plus.
- Experience with donor stewardship activities and ability to build and strengthen existing relationships and secure new corporate sponsors. Must be comfortable initiating and maintaining conversations with prospective supporters (cold calls, emails, letters).

Knowledge, Skills and Abilities

- Communication Skills: Excellent written and verbal communication skills, with the ability to effectively communicate the mission and goals of the organization to potential partners.
- Leadership Skills: Leadership experience, including the ability to lead and motivate a team towards achieving fundraising and partnership goals.
- Ability to think creatively, must be a self-starter with ability to work independently, enjoys creating and implementing new initiatives, and takes initiative in growing community engagement.

- Working knowledge of Microsoft Office Suite with skills in Excel, and other presentation software. Experience with Raiser's Edge and/or donor databases a plus.
- Passion for the Cause: A genuine passion for the mission and values of the organization, particularly in the context of supporting families and making a positive impact in the community.

Essential Functions

- Develops a strategy for growth of the GAMOA and suppliers for Round-Up participation and support for Atlanta RMHC. The goal in 2024 is to raise \$2 million from Round-Up participation towards the GAMOA Capital Campaign Pledge for the new Ronald McDonald House.
- Stewards relationships by attending general membership meetings, meeting with owner/operators individually and by responding to McDonald's requests in a timely manner.
- Serves as liaison to Global RMHC as it relates to McDonald's restaurant initiatives overseeing implementation when appropriate.
- Oversees in-store donation programs across GAMOA for Round-Up and other created programs.
- Collaborates with local McDonald's public relations team, marketing agencies and the marketing and communications team of Atlanta RMHC and serves as the main point of contact for promotions within the restaurants for Round-Up. Identifies opportunities to highlight the partnership with local McDonald's and Atlanta RMHC.
- Manages partnerships with GAMOA for Round Up and provides metrics with goals and monthly summaries of Round-Up financial data and various other operator driven initiatives. Manages the incentive rewards programs.

Additional Responsibilities

Donor Support and Development

- Develops, manages and implements creative and innovative ideas based on client-needs analysis for new and existing partnerships. Works in tandem with the strategic partnership team and key internal stakeholders to ensure new ideas and concepts align with the mission of Atlanta RMHC.
- Identifies existing and potential donors who have greater giving potential. Stewards relationships leading to donations and long-term partnerships.
- Ensures donor information is captured in donor database.
- Collaborates with Volunteer Services team to identify engagement opportunities.
- Proactively develop ideas and solutions for partners based on their goals and objectives.

Event Sponsorships

- Collaborates with the strategic partnership team on the successful planning and execution of sponsorship packages with the goal of increasing revenue annually.
- Assists special events team with annual asks and stewardship of corporate partners for event support.

Community Engagement

- Researches, engages and cultivates new community supporters for Atlanta RMHC. Prepares presentations and provides ideas and opportunities for community fundraisers.
- Creates peer to peer fundraising platforms for community fundraising events.
- Provides planning and logistical support to community groups, Board Members, and/or internal staff hosting fundraisers/fundraising events.

Work Environment

- Must be willing and able to travel between necessary locations using personal vehicle or alternative. (80% travel)
- Hybrid work schedule (One day remote/One-day in office)

Physical Abilities that are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Light sedentary office work. Frequently required to sit.
- While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear.
- Must be physically capable of carrying 35 lbs.

Reporting Responsibilities

The Manager of Corporate and Foundation Relations reports directly to the Senior Director of Strategic Partnerships of Atlanta RMHC and is evaluated annually.

Disclaimer

This is not necessarily an exhaustive list of all responsibilities, skills and duties, requirements, or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other tasks be performed when circumstances change (i.e. emergencies, changes in personnel, workload, rush jobs, or technological developments).

Accepted: _____

Date: _____

Manager of Corporate and Foundation Relations

Accepted: _____

Date: _____

Senior Director of Strategic Partnerships