

ANNOUNCEMENT

January 18, 2012

**IMMEDIATE OPENING
FOR
DEPUTY DIRECTOR/AFFINITY PROGRAMS & CORPORATE RELATIONSHIPS**

GENERAL SUMMARY:

Responsible for the development, management and growth of a portfolio of corporate and affinity relationships that will generate new funding annually for The American Legion through corporate giving, project support, event underwriting, cause-related marketing programs and sponsorships. In addition, this position is responsible for supporting the growth and sustainability of existing high priority corporate and affinity relationships, contributing to the overall growth and development of the Legion's corporate relationships team and representing The American Legion internally and externally in a leadership capacity.

ESSENTIAL FUNCTIONS:

1. Manages a portfolio of current corporate affinity relationships to explore additional opportunities to engage with The American Legion, including (but not limited to): cause-related marketing, workplace giving, sponsorships, restricted program support and in-kind support.
2. Maintains database of corporate relationships and ensures that each relationship is assigned to the appropriate division for management.
3. Identifies potential new corporate funding sources through extensive prospect research and develops prospect-specific solicitation strategies for a variety of Legion funding opportunities.
4. Manages the development, coordination and execution of all cultivation, solicitation and stewardship strategies for corporate prospects and donors, including development of proposals, presentations and benefits, focusing on cultivating long-term relationships.
5. Maintains collaborative working relationships with American Legion program personnel, organization leadership and volunteers in fund-raising efforts, including developing project proposals, reports, and budgets with their input.
6. Involved in the formation of new relationships and assists or leads negotiations, as needed. Provides input to guide the direction of their marketing and communication plan.
7. Serves as staff liaison to the National Insurance Committee, a committee assigned to the National Finance Commission. Prepares and presents the appropriate reports to both as required.
8. Prepares financial and prospect research reports, as requested
9. Creates, refines and implements the new business development strategy to generate significant funding annually.
10. Secures and manages external agencies and resources as needed
11. Serves as an internal and external champion for The American Legion's affinity and corporate relationship program and represents the Legion at internal and external meetings and events.
12. Chairs the Corporate Relationships Committee and maintains the Corporate Relationships Policy.
13. Coordinates and manages corporate relationships negotiations.
14. Travels to Department and National meetings as assigned
15. Develops, administers and evaluates budgets for affinity programs and corporate relationships
16. Other duties as assigned.

MINIMUM SKILLS REQUIRED FOR ESSENTIAL FUNCTIONS:

Education/Technical Knowledge

Bachelor's degree and five+ years experience in corporate, nonprofit business development and/or government relations with a proven track record of generating revenue from these sources.

Additional Skills Needed

1. Exceptional communication skills (proposal writing, presentation and facilitation); the ability to write and present compelling, innovative proposals.
2. Strong selling skills combined with tact, diplomacy and good interpersonal skills in order to successfully work with individuals and groups at all levels.
3. A commitment to the mission and values of The American Legion is essential.
4. Willing and able to undertake significant travel for corporate cultivation, solicitation and stewardship activities and to work a flexible schedule including occasional weekends.
5. Ability to successfully execute multiple, simultaneous projects on time and with quality results
6. Ability to work independently, appropriately and successfully
7. Direct experience working with Fortune 500 companies, including presenting to C-level decision makers preferred
8. Excellent customer service skills

Experience

Five years up to eight years

Resume and cover letter for this position are now being accepted. Please email resume and cover to hr@legion.org or fax to (317)655-1509. If you have any questions please contact Rodney Rolland at (317)630-1378. We offer comp salary (\$65,000 to \$72,000) & excellent benefits, including 401(k), & assist with relocation cost.