

## **Manager of Business and Corporate Sponsorship**

### **General Job Description**

Clearwater is a leading environmental and educational organization in New York's Hudson Valley, famous for its majestic floating classroom, the sloop *Clearwater*, for its environmental advocacy and for its music and concerts (including the annual festival known as Clearwater's Great Hudson River Revival).

The Manager of Business and Corporate Sponsorship will be responsible for developing and obtaining corporate and other business sponsorship for Clearwater generally, for its programs, concerts and events and for its online and other public communications, enabling Clearwater to increase its revenues by building a strong portfolio of sponsors interested in reaching and appealing to Clearwater's audiences.

The position will report to the Director of Development and for Festival sponsorship will also work under the direction of the Festival Director.

Because of the importance of the organization's integrity, image and public-policy positions, the Manager of Business and Corporate Sponsorship must work within Clearwater's culture and policies with respect to the types of opportunities that can be offered and the types of sponsors that can be accepted.

### **Key Responsibilities**

Informed by a solid understanding and appreciation of Clearwater's mission and values, the Manager of Business and Corporate Sponsorship will:

- In collaboration with the Development Director, the Executive Director and, for Festival sponsorship, the Festival Director, develop and implement sponsorship strategy and goals.
- Lead the assessment, valuation and packaging of Clearwater's potential sponsorship assets.
- Identify categories of likely sponsors and lists of specific prospects within those categories, as well as promotional and event agencies that represent prospective sponsors.
- Determine the most effective and efficient ways to reach the prospects and to make potential prospects aware of Clearwater's sponsorship opportunities.
- Develop and cultivate a pipeline of Clearwater prospects, managing the process from developing presentations and decks to initial and follow-up meetings to creating proposals to negotiating and closing agreements.
- Coordinating with other Clearwater departments, assure that sponsors are provided with the packages of benefits they are promised.
- Maintain continuing rapport and relationships with prospects and sponsors, keeping them aware of new opportunities and obtaining feedback.
- Where appropriate, work with the Development Director to strategize on the philanthropic and internal corporate potential with each potential and actual sponsor (to identify and negotiate, for example, other benefits of sponsorship, such as recognition for charitable giving, opportunities for staff benefits, volunteer opportunities, etc.).
- Review corporate sponsorship trends, especially in connection with festivals and nonprofit organizations and identify opportunities to incorporate these trends where appropriate.

### **Desired Skills and Experience**

- B.A./B.S. and three or more years of relevant experience in business/corporate sponsorship, preferably with a strong list of relevant contacts among prospective sponsors
- Outstanding sales skills
- Strong negotiation and clear communication skills, both written and verbal
- Creativity and flexible thinking
- Ability to thrive and work effectively both individually and as part of a small team in a fast-paced environment with multiple demands on attention
- Self-motivation – ability to take on and accomplish projects, sometimes with minimal supervision
- Excellent computer skills, specifically with search engines, spread-sheet software, project software and presentation software (including MS Office products, such as Excel, Word, PowerPoint)
- Orientation and comfort with “big-picture” perspective, as well as attention to detail and accuracy and follow-up, the skills to prioritize and organize multiple projects, meet deadlines, keep records, problem-solve and multi-task

### **Compensation and Hours**

Compensation will be on a commission-basis only, with the specific commission structure to be discussed.

This position can be filled on a part-time, independent-contractor basis. Presence in the Clearwater offices in Beacon, NY, will be expected for meetings, but much of the work can be by tele-commuting and visiting prospects. Travel to meet with potential sponsors will be required, as will occasional weekend and evening work.

Apply – by email only (no phone calls, please) - with a cover letter and attached resume to [Office@Clearwater.org](mailto:Office@Clearwater.org) and the subject line, “Business and Sponsorship Manager Position.”

Clearwater  
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