



## **Manager, Corporate Sponsorships and Partnerships Position Description**

### **THE ORGANIZATION**

A volunteer-driven organization from its inception, the Fort Edmonton Foundation was founded in 1969 by a group of community leaders, several of them Rotarians, who were interested in establishing a visible memorial to the origins of the City of Edmonton. The objectives of this group of visionaries, as set forth in the Memorandum of Association, were simple and straightforward:

- To promote and support the establishment and development of an historical park in Edmonton, called Fort Edmonton Park, which was to contain the replication of old Fort Edmonton; and, which was to be created to be historically accurate insofar as possible.
- To assist in the preservation, display, restoration and conservation of other buildings, sites, artefacts, personal papers and records, documents and objects which reflect and record the historical heritage of the Edmonton area and its early citizens
- To establish and maintain a fund for the said purposes and to accept gifts of money and of property, real and personal.
- To apply the capital and income of the fund for said purposes.

### **Our Vision:**

To create and promote an internationally acclaimed living history experience.

### **Our Mission:**

The Fort Edmonton Foundation celebrates Edmonton's vivid, diverse history by fundraising in support of the development of capital projects in Fort Edmonton Park.

### **Our Values:**

The primary core value of the Fort Edmonton Foundation is integrity. Integrity is the fundamental principle of our relationships with our donors; it guides our stewardship of their contributions. The foundation understands that its mission is accomplished solely because of the generosity of those who support it.

The Fort Edmonton Foundation believes that maintenance of historical integrity is key to Fort Edmonton Park's success as a financially sustainable historical attraction. The Fort Edmonton Foundation is fully dedicated to the successful development of Fort Edmonton Park as a globally-acclaimed living-history experience.

The Fort Edmonton Foundation strives to ensure that all individuals who work to further its mission, be they donors, volunteers, staff, or stakeholders, are treated according to policies that are legally grounded, and guided by respect and individual rights.

### **THE OPPORTUNITY**

Fort Edmonton Foundation is in the early stage of a major Capital Campaign to raise \$11 Million to leverage an exciting \$168.2 Million project for Fort Edmonton Park over the next 5 years.

Fort Edmonton Management Company is the official operator of Fort Edmonton Park and is responsible for its strategic direction, leadership and programming.

This position will jointly serve these two organisations. The role will enhance the Foundation's ability to reach out to a greater network of corporate supporters in the Edmonton and surrounding region. It will also start to lay the groundwork and build sponsorships and partnerships for FEMCo's commercial interests primarily for the purpose of new product development and cost structure improvements.

### **The Role**

The Manager, Corporate Sponsorships and Partnerships is responsible for the development and execution of an integrated and long-range cultivation, solicitation and stewardship plan of current and prospective corporate relationships in order to support the Fort Edmonton Foundation in meeting its organizational and financial sustainability goals. This will involve working closely with the Executive Director, staff and volunteers to identify cultivate and solicit donations and sponsorships for specific projects, programs and for general support. The Manager, Corporate Sponsorship will implement strategies for new corporate donor acquisition, retention, stewardship and recognition supporting the Fort Edmonton Foundation's long term strategic development, partnerships and sustainability.

While this is a joint role reporting jointly to the Foundation and FEMCo, it is expected to serve a common interest which is the sustainability of Fort Edmonton Park. FEMCo's business priorities are commercial which differs from those of the Foundation. The Manager, Corporate Sponsorships and Partnerships will be responsible for establishing parallels with local, regional, national business interests and FEMCo's strategic direction for the purposes of securing contributions either cash or in-kind. Destination Tourism benefits many markets, and FEMCo's stewardship role aligns with many organizations. This role will endeavor to find and tap into these alignments.

### **THE IDEAL CANDIDATE**

The ideal candidate will be outgoing, personable, and energized by working with people and focusing their efforts on major gifts fundraising. A self-starter who will be ready to hit the ground running with minimal coaching, the new Manager, Corporate Sponsorship will enjoy having the freedom and independence to demonstrate their initiative and creative flair.

Possessing demonstrated success in major gift fundraising and personal solicitations the successful candidate will be high performing, goal oriented, and excited by big fundraising opportunities and targets. The ideal candidate will also have an intellectual curiosity and willingness to learn about Edmonton's diverse history.

The ideal candidate will possess strong business acuity such that they can identify and support economic drivers within FEMCo, and its affiliates.

The **Manager, Corporate Sponsorships and Partnerships** is accountable for the following:

- Develop, with direction from the Executive Director and Management Designate of FEMCo, input from the Special Event Committees, an annual work plan and budget outlining key initiatives, measures and financial targets for corporate partnerships, community fundraising projects and events, gift in-kind donors and grant applications which support the brand, vision, mission and values and strategic direction of the Fort Edmonton Foundation and FEMCo.
- Contribute to the Fort Edmonton Foundation's annual revenue goals by securing corporate partnerships and donors, community fundraising initiatives, grants and gift in-kind donors.
- Support and work closely with Fort Edmonton Foundation Capital Campaign Cabinet volunteers to maximize their effectiveness as fundraisers.
- Collaborate with the other members of the Fort Edmonton Foundation and Fort Edmonton Management Company team, in developing corporate partnerships, funding proposals, gift agreements, and other corporate donor communication materials and ensure the highest standard in the management of corporate donor communications.

- Establish a sponsorship and partnership strategy and work plan for FEMCo's efforts to secure financial benefits for the purpose of improved financial performance (Cash and in-kind)
- Collaborate and write compelling cases for support, proposals and reports for initiatives in need of funding.
- Contribute to the strategic direction and financial stability and growth of the Fort Edmonton Foundation through continuous improvements and expansion of corporate partnerships, community fundraising initiatives and gift in-kind sponsors.
- Proactively steward current corporate donors through regular updates, invitations to events, writing reports and facilitating contact with Fort Edmonton Foundation volunteers, Board and Committee Members and staff.
- Arrange and strategically prepare for meetings between prospects/donors and senior leaders of the Fort Edmonton Foundation and FEMCo.
- Work with the other members of the team to ensure the maintenance of the donor database for the incumbent's assigned prospects and partners/donors including records inputting, updating, reporting and moves management actions tracking.
- Initiate, manage and support the execution of and attend major donor events, including fundraising events and donor cultivation and recognition events to cultivate and steward relationships with the attendees.
- Effectively communicate the Fort Edmonton Foundation's vision, fundraising priorities and donor impact through storytelling.
- Capitalize on Fort Edmonton Foundation and Fort Edmonton Park led and external event opportunities for networking, stewardship and cultivation of corporate partners.

#### **Required Skills and Attributes:**

- College or University Degree or equivalent in a related field.
- CFRE designation would be an asset.
- Minimum of five years of fundraising experience, preferably in corporate partnerships, corporate fundraising, major gifts, or equivalent experience.
- Familiarity with corporate community in the Edmonton area and knowledge of philanthropy within the community.
- Proven exceptional donor/partner relations experience and solid understanding of best practices in donor/partner cultivation, closing, acknowledgement, recognition and stewardship.
- Demonstrated high levels of initiative and successful track record raising funds and achieving goals.
- Experience with brand partnerships and promotions.
- Experience developing, planning and delivering fundraising and cultivation events.
- Exceptional active listening skills and excellent attention to detail.
- Excellent communication skills, oral and written, with the ability to effectively persuade and inspire others to support the Fort Edmonton Foundation's mission and mandate.
- Ability to work independently, communicate at all levels with confidence and exercise sound judgment, tact and confidentiality in relation to donors and the general public.
- Proven ability to develop annual plans, set priorities, use planning and analytical skills, complete work with minimal supervision and meet deadlines.
- Ability to work in a fast paced environment, prioritize and multi-task.
- Strong interpersonal skills and team player with a flexible and helpful attitude and outlook.
- Experience in use of @Ease or other CRM software and general proficiency in the use of MS Office software.
- Knowledge of CRA charity guidelines and adherence to the AFP Code of Ethics.
- Positive team player with a collaborative work style with all levels and team structures.

This position will remain open until a suitable candidate is found.

Please forward your resume to Janet Tryhuba, Executive Director, Fort Edmonton Foundation at [jtryhuba@fortedmontonfoundation.org](mailto:jtryhuba@fortedmontonfoundation.org)