



## NAWBO-OC Volunteer Role Description

Role:	Vice President, Corporate Partnerships
General Function:	Provide leadership to Chapter’s Corporate Partner Recruitment and Stewardship Activities
Board Director:	Yes
Current Vice President, Corporate Partnerships:	Shared between Kathy Dawson, President-elect and Karen Gifford, President
Level:	Officer

### **Purpose of the Role:**

The VP, Corporate Partnerships (VP-CP), is a primary contributor to the financial health and sustainability of the chapter by ensuring an ongoing revenue stream through partnerships with corporations, companies, businesses, and other organizations that are strategically-aligned with and support NAWBO’s mission to position women business owners for profits, power, and the passionate pursuit of excellence.

### **General Description:**

The VP-CP oversees the creation of mutually beneficial strategic partnership alliances with companies and organizations that commit to building a long-term relationship with NAWBO-OC. This role leads a team that could include but is not limited to:

- Relationship Developers/Executives who identify, attract and develop corporate partnerships based on their strategic goals and for mutual fit with NAWBO-OC
- Relationship Managers who steward our corporate partners and ensure mutual satisfaction with the sponsorship.
- Committee Liaison(s) who work with other NAWBO-OC committees to understand the purpose and value proposition of each committee and the prospective benefit to the corporate partner
- Communicators who work in conjunction with NAWBO-OC’s Marketing and PR committee to ensure that our CPs receive publicity appropriate to their level of commitment as well as develop opportunities to create marketing messages that will enhance the brand of the CP and NAWBO
- Administrators who track all prospective and active corporate partnership activity, communicates with NAWBO-OC’s admin office, take notes at meetings, send out reminders of meetings, send correspondence, and provide the key indicator information for the board report that the VP delivers each month.

**Specific Activities this Role is Responsible For:**

1. Planning. The VP-CP works with the overall Board of Directors to determine fundraiser requirements for the year and desired composite of corporate partner mix.
2. Recruiting. The VP-CP is actively recruiting volunteers to her committee in order to sufficiently recruit and steward corporate partners.
3. Leadership. The VP-CP communicates with all of the sub-committee members to ensure that activities and programs are being executed as planned and that anyone who needs help receives it.
4. Reporting. Prior to the monthly Board of Directors meeting, the VP-CP submits an activity report to the Secretary detailing the activities, success and challenges for that month.
5. Promotion. The VP-CP is the liaison between the NAWBO-OC membership and its corporate partners, juggling the best interests of both parties to contribute to the success of the chapter.
6. Remarkable Women Awards Event. The VP-CP works closely with the organizing Committee to assure that Chapter goals relative to event sponsorship, attendance, and community visibility are achieved.

**Expected Monthly Time Commitment:** 15 to 25 hours per month

**Additional Requirements:**

- Be a secure business owner who can fulfill the obligations and demands of the position without undue hardship to her business.
- Be familiar with leading a team or working through others to achieve goals
- Be familiar with nonprofit fundraising and/or developing strategic partnerships/alliances and/or selling sponsorships and “asking for money”
- Lead at least a monthly committee meeting/call
- Attend the monthly dinner and board meetings
- Attend the two board retreats each year
- Participate in ad hoc committees or task forces if possible
- Comply with NAWBO-OC’s Covenantal Obligations
- Be a support to fellow board members

**Experience Desired | Required:**

- Highly professional in appearance and actions
- Comfortable in a collaborative/volunteer environment
- Self-directed and self-motivated
- Track record of success in sales or fundraising
- Excellent verbal and written communications skills
- Has a confident personality and is approachable; is respectful and sensitive to diverse opinions, cultures and values.
- Has the ability to act as a gracious ambassador for NAWBO locally and nationally.