

# Job Description: Vice-President of Strategic Partnerships

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**Term:** One year

**Purpose:** To focus on developing strategic, mutually beneficial external partnerships with other organizations in the business, non-profit and public sectors across Hawai'i and beyond, bringing added value to our members. In addition, this role is responsible for developing and selling comprehensive event and chapter sponsorship packages to both existing and prospective corporate sponsors.

**Reports to:** President

## **Responsibilities:**

### **Sponsorships**

1. Conduct research on prospective sponsors (local, national, and international vendors and companies who may want to reach our market).
2. Manage the sponsorship program for the chapter.
  - Nurture and grow relationships with past sponsors and cultivate relationships with new and prospective sponsors.
  - Develop messaging and talking points for engaging with sponsors.
  - Update our sponsor database on a regular basis. Ensure all information is accurate and up-to-date.
3. Assist the VP of Marketing in effective marketing, promotional activities, and special events geared towards attracting and promoting chapter sponsors.
4. Collect data and information to generate periodic reports on sponsorship.

### **Partnerships**

1. Work with the President to engage community partners, individuals, and businesses outside of ATD Hawai'i for the purpose of expanding our chapter reach, obtaining new members, and adding value to the broader community.
2. Together with the VP of Membership, foster strong relationships with chapter members.
3. Present to community groups and individuals about ATD Hawai'i to raise community presence.
4. Establish ongoing community feedback mechanisms to increase ATD's responsiveness to community stakeholder needs and to build trust.
5. As possible, attend other related membership association meetings to learn, network, and provide an ATD presence.

### **Other**

1. Responsible for providing input into the Board strategic plan, goal planning and budget management.
2. Work collaboratively with other Board members to align engagement/partnership/sponsorship strategies.
3. Support special projects where necessary, including but not limited to events, board activities, etc.
4. Attend and participate in monthly Board meetings, committee meetings, chapter meetings and local, regional and national conferences and events as available.
5. Represent the chapter professionally and ethically in all business functions/organization events.

## **Qualifications:**

1. Background in marketing, advertising, promotions and/or sales desired.
2. Familiarity and involvement in business and community organizations desired.
3. Ability to build, motivate and lead a team of volunteers.
4. Ability to plan, organize and evaluate chapter activities.
5. Demonstrated communication and interpersonal skills.
6. Strong organizational, project management and problem-solving abilities.
7. ATD Local and national chapter membership.
8. Directly involved in Training & Development or related field.