



## **Business Development & Sponsorship Manager JOB DESCRIPTION**

**National Cherry Blossom Festival, Inc.**, a 501(c)(3) not-for-profit organization based in Washington, DC, is currently seeking a **Business Development & Sponsorship Manager**.

### **Company Description**

The National Cherry Blossom Festival produces and promotes the nation's greatest springtime celebration and is dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational and entertainment initiatives that enhance our environment, showcase arts and culture, and build community spirit.

The Business Development & Sponsorship Manager will be responsible for identifying, soliciting, securing and maintaining relationships with sponsors, partners and donors as well as assisting in all aspects of development for the National Cherry Blossom Festival. The Business Development & Sponsorship Manager has a clearly defined scope; requires tact, discretion and professionalism in representing the Festival to all levels of outside partners, sponsors, and audiences.

### **Responsibilities**

In coordination with the Festival President, the Business Development & Sponsorship Manager will participate in developing and executing long and short-range sponsorship and fundraising plans that will ensure the achievement of established objectives. She/he will participate in developing general and tailored proposals and presentations to be utilized in sponsor and donor solicitations. The Business Development & Sponsorship Manager will also:

- Identify prospects, solicit and secure sponsors
- Make in-person visits to prospects
- Handle incoming sponsorship inquiries
- Assist in creating marketing materials for sponsorship solicitation and outreach
- Write proposals for corporate sponsors and foundation prospects
- Provide comprehensive and timely reports summarizing program activity and project status
- Manage and secure required documentation of gifts and gift intentions
- Network and build relationships on behalf of the Festival
- Manage and solicit fundraising teams for events including working with event host committees
- Responsible for execution of sponsor and donor benefits prior to, during, and after the Festival, including creating recap reports at the conclusion of the Festival
- Assist in supervising volunteers and interns
- Maintain organized record of all documents related to sponsor and partner involvement

## Qualifications:

- Bachelor's Degree in Marketing, Finance, Business, or other related field preferred
- Minimum of three years' experience with proven track record in sponsorship and/or fundraising development is required; corporate and major gift cultivation/solicitation
- Marketing experience a plus but not required
- Excellent time management, organizational skills, and ability to juggle and prioritize multiple projects
- Superior communication and writing skills
- Proficiency in Microsoft Word, Excel, Outlook and PowerPoint and strong database management skills are necessary
- Demonstrated desire and capacity to work collaboratively with colleagues and consultants, as well as volunteers
- Attention to detail, high productivity and concern for accuracy and excellence
- Must be a self-starter, proactive and driven, with a strong work ethic, a high level of motivation, a strong sense of urgency when needed, the ability to work without direct supervision and consistently meet deadlines
- Ability to foster positive, productive relationships, collaboration and teamwork, internally and externally, among staff, board members, volunteers, partners and other Festival stakeholders

As an integral part of the NCBF team, this salaried exempt position participates fully in the production and execution of Festival events. This requires flexibility to be available evenings and weekends and to work additional hours during peak periods.

Please email resume and cover letter articulating your relevant experience and salary history to JoAnn Nasser at [jnasser@ncbfdc.org](mailto:jnasser@ncbfdc.org). Include in the subject line "**Business Development & Sponsorship Manager.**" Applicants will be notified if selected for an interview.

The National Cherry Blossom Festival is an Equal Opportunity Employer (EOE).