



Vice President, Partnerships

Position:

Campus Philly is a leading nonprofit in Philadelphia devoted to introducing college students to Philadelphia, providing them off-campus opportunities, and retaining them as residents after they graduate. Vice President, Partnerships is a dynamic, results-driven, collaborative position leading the organization's efforts to grow and fulfill paid partnerships, including corporate members, sponsors, marketing partners and advertisers.

Responsibilities:

Secure high-level corporate members and sponsors for Campus Philly. Campus Philly corporate members invest in the organization's mission and receive benefits according to a tiered membership scale. The VP of Partnerships will increase and oversee fulfillment of Campus Philly's corporate membership program. Goals include:

- Raising \$600K+ in revenue annually through corporate and marketing partnerships, and grants.
- Increase the number of corporate members through innovative strategies consistent with the organization's mission and programming
- Relationship-building with business partners at small, medium, and large employers in the region
- Ensure renewals of existing corporate members (currently at 37)
- Ensure program is scalable to allow for significant increase in corporate membership consistent with current staff's ability to fulfill and manage those partnerships

Secure additional revenue-generating partnerships and ventures including advertising sales, marketing partnerships and sponsorships.

Develop and oversee fulfillment of marketing partnerships with local and national brands. Ensure Campus Philly meets/exceeds revenue goals, while adding value to our audience and fueling our mission.

- Secure and oversee fulfillment of all marketing and advertising partners and sponsors
- Identify and pursue more marketing and advertising partners
- Develop and design communications strategy to support partnership development, including Campus Philly's marketing and advertising media kit, partnerships content on campusphilly.org, solicitations and promotions

Track, fulfill and report on partnerships. The VP, Partnerships is responsible for being the knowledge-center and source for all revenue generating partnerships, able to inform the president, board of directors and other stakeholders on the status of partnerships both in the pipeline and already in place.

- Familiarity with Salesforce and ability to generate various reports using Salesforce
- Organized and proactive in communicating partnership status to others in the organization – both peers and supervisors
- Responsible for leading a team that provides service and support to partners, keeps partners informed about benefits, the fulfillment of those benefits, and the outcomes



Thought leader and management team partner. The VP Partnerships is one of two VPs at Campus Philly, advising the president and participating in organizational strategy discussions. The VP, Partnerships collaborates with the VP, Attraction, Engagement & Retention, to bring in partners that sustain the work with our student audience and bring value and opportunities to our student audience. The VP of Partnerships also oversees one direct report.

- A team player, able to collaborate and communicate well with others
- A strategic thinker, able to see connections between the ultimate goal of the organization and valuable partnerships that will help us achieve that goal
- A great communicator, written and oral. Able to give persuasive presentations, warm and engaging with partners and team members, strong written communications to stakeholder and internal audiences

Qualifications

1. 7+ years' experience in development, partnerships, sponsorships or related position such as account management or employer success. Proven track record in:
 - a. raising revenue from employers, partners, marketers, sponsors or donors
 - b. relationship management and partnership fulfillment
 - c. tracking and reporting outcomes to management and stakeholders
2. A leader, able to motivate and guide the team in meeting and exceeding organizational goals and participate in management and decision-making with organization's president and vice president of attraction, engagement, and retention.
 - a. able to set goals for team members and work with them to achieve those goals
 - b. experience in management decision-making
 - c. background with strategy formation and strategic planning
3. Motivated and inspired by mission-driven, values-based work. Partnerships contribute to Campus Philly being able to achieve its mission to connect college students to Philadelphia. In our organization the programming we provide students is designed to meet their needs and the goals of the organization to have them fall in love with Philadelphia. Having enthusiasm for the mission is critical and understanding that the mission creates both opportunity and parameters for revenue generation is also critical.
4. Collaborator, team-player, engaging co-worker. Campus Philly is an organization with 6 professionals who support each other in their work, grow together professionally and relish the opportunity to share their love of Philadelphia with our newest Philadelphians, college students and recent grads.
5. Resident of the Greater Philadelphia Region. While this position will operate remotely, regular business meetings, lunches, and coffee meetings with current and prospective partners will be part of each week's schedule.



Benefits: Flexible work schedule. Generous paid time off policy. 90% of health insurance premiums and 100% of dental premiums covered by Campus Philly. Employer match to Simple IRA

Salary Range: \$75K - \$85K, bonus eligible

To Apply: Please email your resume and personalized cover letter detailing your interest in this particular position to info@campusphilly.org by April 30, 2022. We commit to keeping all applicants apprised of their status in the search process. The successful candidate will be prepared to start no later than July 1, 2022.

Campus Philly is an equal opportunity employer. It is the policy of Campus Philly to provide equal employment opportunity to all persons, regardless of age, race, religion, color, national origin, sex, political affiliations, marital status, non-disqualifying physical or mental disability, sexual orientation, membership or non-membership in an employee organization, or on the basis of personal favoritism or other non-merit factors.