



CORPORATE PARTNERSHIPS OFFICER

Department: Philanthropy

Reports To: Director of Corporate Partnerships

FLSA Status: Exempt / Full-Time

Position Summary

The Corporate Partnerships Officer supports United Way of York County's corporate fundraising strategy by coordinating workplace campaigns, managing corporate stewardship activities, fulfilling sponsorship commitments, and strengthening employer engagement. Serving as the operational partner to the Director of Corporate Partnerships, this role helps ensure an exceptional experience for corporate partners while enabling the Director to focus on business development, strategic partnerships, and revenue growth.

The Corporate Partnerships Officer also plays a critical role in advancing United Way's donor pipeline by cultivating workplace donors and qualifying emerging philanthropic prospects. Working closely with the Corporate & Community Engagement Manager, this position receives referrals from Women United, Emerging Leaders Society, and other engagement initiatives, conducts discovery and stewardship activities, and helps connect individuals to meaningful philanthropic opportunities aligned with their interests and capacity.

Through thoughtful relationship management and cross-functional collaboration, the Corporate Partnerships Officer serves as a bridge between community engagement, workplace giving, and individual philanthropy, helping move donors from initial involvement to deeper investment in United Way's mission and ensuring a coordinated, donor-centered approach across the organization.

Core Responsibilities

Workplace Campaign Management

- Coordinate the implementation of workplace campaigns from planning through completion.
- Serve as the primary day-to-day contact for employee campaign coordinators and workplace campaign volunteers.
- Prepare campaign materials, presentations, communications, and reporting.
- Coordinate campaign logistics, timelines, and follow-up activities.
- Support campaign kickoffs, employee engagement events, and volunteer opportunities.
- Track campaign progress and ensure accurate documentation in collaboration with the Development Operations Manager.

Corporate Stewardship and Sponsorship Fulfillment

- Coordinate stewardship activities that recognize and thank corporate partners throughout the year.

- Manage fulfillment of sponsorship benefits, including recognition, communications, event logistics, and deliverables.
- Assist in preparing proposals, impact reports, presentations, and stewardship materials.
- Maintain accurate records of corporate interactions and engagement within the CRM.
- Ensure corporate partners experience responsive, consistent, and high-quality service.

Corporate Relations Cabinet (CRC) and Employer Engagement

- Coordinate logistics and communications for CRC initiatives and related employer partnerships.
- Support scheduling, follow-up, participation tracking, and reporting.
- Assist with employer engagement opportunities that strengthen relationships between businesses and United Way programs.
- Support implementation of workplace initiatives that advance financial stability and community impact.

Emerging Donor Engagement and Pipeline Development

- Build relationships with workplace donors, first-time contributors, and other emerging supporters to deepen engagement and encourage continued philanthropic investment.
- Conduct stewardship and qualification activities to identify opportunities for donor retention, renewal, upgrades, and leadership giving.
- Partner with the Corporate & Community Engagement Manager to qualify and cultivate referrals from Women United, Emerging Leaders Society, and other engagement initiatives, connecting participants to meaningful philanthropic opportunities.
- Collaborate with philanthropy colleagues to develop engagement strategies and transition qualified prospects into appropriate donor portfolios or other opportunities for deeper involvement.
- Represent United Way at workplace campaigns, community events, networking functions, and donor engagement activities.

Collaboration and Cross-Functional Support

- Partner closely with the Director of Corporate Partnerships to ensure seamless coordination of corporate fundraising activities.
- Collaborate with the Vice President of Philanthropy on workplace donor conversion strategies and pipeline development.
- Work with the Development Operations Manager to maintain accurate records and evaluate campaign performance.
- Coordinate with Marketing & Communications and Impact teams to communicate donor impact and organizational outcomes.
- Participate in philanthropy planning meetings and contribute to continuous improvement of fundraising systems and processes.

Portfolio Management Philosophy

United Way of York County's philanthropy strategy is built around a coordinated donor pipeline that connects workplace giving, corporate partnerships, and individual philanthropy. The Corporate Partnerships Officer plays an essential role in ensuring that corporate partners and workplace donors receive an outstanding experience while helping identify opportunities for deeper engagement over time.

Rather than maintaining a traditional major gift portfolio, this position focuses on relationship development, stewardship, and donor qualification. Success is measured through operational excellence, partner satisfaction, workplace campaign effectiveness, and the successful movement of donors into deeper levels of philanthropic engagement.

Qualifications

Required

- Bachelor's degree or equivalent professional experience.
- Two to four years of experience in fundraising, customer success, sales, relationship management, project coordination, or nonprofit management.
- Strong organizational and project management skills with the ability to manage multiple priorities.
- Excellent written, verbal, and interpersonal communication skills.
- Demonstrated ability to build relationships and provide exceptional customer service.
- Demonstrated ability to work effectively and respectfully with individuals from diverse backgrounds, experiences, and perspectives, with a commitment to fostering an inclusive and welcoming environment.
- Ability to work collaboratively with colleagues, volunteers, and community partners.

Preferred

- Experience supporting workplace campaigns, corporate partnerships, sponsorships, or fundraising initiatives.
- Experience coordinating events or volunteer engagement activities.
- Familiarity with donor databases or CRM systems such as Andar, Raiser's Edge, Salesforce NPSP, or similar platforms.
- Knowledge of nonprofit fundraising principles and donor stewardship practices.
- Interest in building a career in philanthropy or corporate partnerships.

Core Competencies

- Relationship building and customer service
- Project management and execution
- Strong organizational and follow-through skills
- Written and verbal communication
- Collaboration and teamwork
- Inclusive relationship building across diverse communities
- Donor-centered thinking
- Problem solving and adaptability
- Professional judgment and confidentiality