

Vice-President of Partnerships Role Description

Position Summary:

The Vice President of Partnerships is primarily responsible for overseeing activities related to the creation and implementation of partnerships and sponsorships. This position's responsibilities include expanding awareness of ATD South Carolina through development of strategic partnerships with local businesses, governmental agencies, the higher education market, and other professional organizations through targeted outreach.

The Vice President (VP) of Partnerships will be responsible for the creation and maintenance of partner and sponsor listing (current and future), recruitment of partners, sponsors and donors for identified Chapter programs and special events and the development of a marketing plan to be used for partnerships and sponsorships and dissemination of materials for said plans. The Vice President of Partnerships will also lead one volunteer to assist in duties.

Time Commitment:

Term: 1 year

Estimated Time Requirements for planning and attending meetings and events

- Attending virtual board meetings: 1.30 hours monthly
- Attending committee meetings: 1.30 hours monthly
- Creating and reviewing standard operating procedures: 1 hour monthly
- Meeting/communicating with potential partners and sponsors: 3 hours monthly
- Attending Chapter learning events/quarterly orientation: 2.30 hours plus travel time
- Attending geographic events/special interest events: 2 hours quarterly
- Community engagement activities: 2 hours annually

Estimated Time Requirements for training

- Transitional training with outgoing VP of Partnerships: 3 hours
- Attendance at annual board summit: 4 hours plus travel time
- Attendance at ATD Chapter Leaders Conference (*based on Chapter funding + travel time*): 5 hours

**The time commitment is a cumulative approximation over a period of several months and includes the variation of support needed for each task. Board members may or may not exceed this threshold.*

PRINCIPAL DUTIES & RESPONSIBILITIES

- Conduct research on prospective sponsors (local, national vendors; companies and colleges/universities who may widen perspectives to reach our market).
- Nurture and grow relationships with past partners/sponsors and cultivate relationships with new and prospective partners/sponsors.

- Develop messaging and talking points for engaging with stakeholders.
- Create and update partner/ sponsor databases on a regular basis. Ensure all information is accurate and up-to-date and complete with partner/sponsor contact information, contract details, logo information, terms and conditions, etc.
- Assist the VP of Communications in designing effective marketing, promotional activities, and special events geared towards attracting and promoting Chapter partners/sponsors.
- Collect data and information to generate periodic reports on partnerships/sponsorships and report to the board every 30 days.
- Ensure partners and sponsors have a keen awareness of the Chapter's mission including diversity and inclusion initiatives.
- Provide a list of new partners and sponsors to the VP of Communications 30 days in advance to be added to and recognized in the quarterly newsletter.
- Engage with higher institutions, organizations and businesses for the purpose of expanding our Chapter reach, obtaining new members, and adding value to the broader community.
- Collaborate with the VP of Membership and VP of Member and Community Engagement to foster strong relationships with Chapter members.
- Present to community groups and individuals about ATD SC to raise community presence.
- Establish ongoing community feedback mechanisms to increase ATD's responsiveness to community stakeholder needs and to build trust.
- Acknowledge the benefits of being a partner or sponsor by selling value including virtual meetings, educational library and caliber of speakers and programs delivered in the past.
- Offer catering if meeting with a partner/sponsor (within budget).
- Follow-up meetings with a potential partner/sponsor with a personal thank you and call.
- Assist and maintain Chapter Affiliation requirements.
- Collaborate with the VPs of Member and Community Engagement and Membership to avoid event scheduling overlap.
- Collaborate with the Director of Technology to set up events and resolve technical issues.
- Collaborate with the VPs of Communications and Administration to set up event announcements prior to/during the learning event.
- Periodically survey existing partners and sponsors to ensure satisfaction.
- Consult with the conference planning committee when necessary.
- Create, review and update Standard Operating Procedures (SOPs) related to role.
- Schedule and lead committee meetings.
- Maintain membership in local and national ATD organizations.
- Virtually attend and report on committee activities at most Board meetings.
- Participate in the annual in-person Board summit.
- Manage a fiscally responsible events budget.
- Plan educational events, including sharing topics and speaker ideas.
- Collaborate with the VP of Communications to advertise and promote partners on the website and social media.
- Collaborate with the VP of Finance to secure appropriate funding for travel, events and reconcile expenses in a timely manner.
- Attend National Advisors for Chapters (NAC) virtual calls when available.
- Attend quarterly orientation sessions when available.
- Repost and advertise Chapter events on social media.

A successful Vice-President of Partnerships will:

- Possess strong assertiveness, negotiation, sales, and collaboration skills.
- Meet with/reach out to at least three potential partners/sponsors monthly.
- Be willing to travel, as the role involves visiting geographically dispersed areas within South Carolina to host and participate in events.
- Aim to bring in at a minimum four partners/sponsors by the end of the year.
- Be an effective leader, as this individual should anticipate to lead one Partnerships Ambassador Committee member.
- Ensure the timely dissemination of new partner/sponsor announcements to the Communications team within 30 days of partner/sponsor recognition/event.
- Take proactive action to review web pages bi-monthly to ensure they allow everyone to be kept informed of partner/sponsor opportunities.
- Demonstrate creativity in advertising strategies, thinking beyond conventional methods.

HELPFUL SKILLS

Strong communication skills | Negotiation skills | Assertiveness | Excellent organization skills and leadership ability | Planning and organizing | Detail-oriented | Decision-making | Familiarity with Robert's Rule of Order | Reporting | Collaboration | Visionary | Change-management

MEETING EXPECTATIONS

The Vice President of Partnerships is expected to attend all Board meetings, an annual board summit, one Accelerated Chapter Leaders Conference (provided funding is available), a minimum of: four Chapter learning events, two special interest group events, two quarterly orientation sessions, one National Advisors for Chapters (NAC) call, and one community-based event.

Resources and References

- [ATD Video: Building Win-Win Strategic Partnerships](#)
- [Sponsorship | ATD](#)
- [ATD SC FAQs](#)
- [Working with Partners Toolkit for ATD Chapters](#)
- [Embedding Diversity into Chapter Operations](#)
- [Chapter Affiliation Requirements \(CARE\)](#)
- [Event Sponsorship Opportunities](#)

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