



Director of Strategic Corporate Partnerships Job Description

Healthy Birth Day, Inc. (HBD) is a 501(c)(3) nonprofit organization dedicated to the prevention of stillbirth. We are best known for the *Count the Kicks* public health awareness campaign, which educates and empowers expectant parents to track their baby's movements in the third trimester. Our goal is to save 6,000 babies from preventable stillbirth in the U.S. each year and to reduce racial and rural disparities that persist in birth outcomes.

Purpose

The Director of Strategic Corporate Partnerships is responsible for cultivating and sustaining long-term relationships with corporate partners, supporting the organization's mission through financial sponsorship and collaboration.

Roles and Responsibilities

- Manage corporate sponsorship portfolio by overseeing current local and national corporate sponsors and prospective corporate sponsors through regular engagement to secure sponsorships for key organizational initiatives and events, including but not limited to: Changemakers, MCH Symposium, Every Kick Counts, Gamechangers, Giving Tuesday, CTK app sponsorships, community baby showers and national and local webinars
- Seeks community engagement and networking opportunities to connect with potential sponsors or donors. Attend civic organization speaking engagements, and participate in key networking events locally and nationally
- Consistently communicate high impact of investments to corporate partners; work closely with communications and development staff to create marketing strategies, print and digital marketing materials to enhance corporate partnership outreach
- Collaborate with the CEO to develop and implement a partnership strategy with clear objectives, financial goals, and milestones
- Supervise Special Events Coordinator to ensure alignment and success in partnership-related events
- Serve as a public ambassador of our mission; promote our stillbirth prevention programs for the purposes of cultivating and securing financial support
- Utilize the organization's CRM (SalesForce) to record interactions, track progress, archive important documents and manage email correspondence. Leverage the data in SalesForce reports to plan and implement team partnership strategies
- Regularly meet with senior leadership to gauge organizational needs and brainstorm ideas for corporate sponsorships for the coming year and how to achieve long term organizational objectives
- Contribute to the HBD annual report
- Other duties as assigned

Must Haves:

- Exceptional skill in building and nurturing strong, lasting relationships
- Passion for improving health outcomes for moms and babies
- Positive attitude and a commitment to diversity and inclusion
- Highly organized and self-motivated

- Exhibits polite and professional communication via phone, e-mail, and mail
- Proficient with Word, Salesforce and Google Suite, at a minimum
- Ability to be flexible to handle multiple priorities simultaneously
- Ability to work independently and as part of a team

Education and Experience:

- Bachelor's degree or equivalent; 3-5 years of experience in fundraising and development

Physical Requirements:

- Ability to lift 25 pounds on occasion

Start Date: December 2024

Work Location: Majority of the first 90 days will be spent in office to allow for proper onboarding, which is located in Clive, Iowa. The final candidate will work from the HBD office a minimum of one day per week, and has the opportunity to work remotely on other days.

Hours: Full time, 40 hours per week, exempt position

Benefits: Comprehensive health benefits package, 11 paid holidays per year, paid time off. Opportunity for an annual bonus if goals are met or exceeded during annual review.

Compensation: \$78,000-\$83,000 annual salary depending on experience

How to Apply: Send cover letter and resume to employment@healthybirthday.org with the subject line "Director of Strategic Corporate Partnerships".

Healthy Birth Day, Inc. is an equal opportunity employer. We value diversity, equity and inclusion, and we recognize that people come with a wealth of experience and talent beyond just the technical requirements of a job. Diversity of experience and skills combined with passion is a key to innovation and excellence; therefore, we encourage people from all backgrounds to apply to our positions. Please let us know if you require accommodations during the interview process.

Healthy Birth Day provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, pregnancy or any other characteristic protected by federal, state or local laws.