



SENIOR MANAGER OF CORPORATE RELATIONS

ByalaSearch LLC is pleased to announce that our firm has been retained by the Greater Boston Food Bank to identify candidates for the position of Senior Manager of Corporate Relations.

ABOUT THE GREATER BOSTON FOOD BANK

GBFB is the largest hunger-relief organization in New England and among the largest food banks in the country. Since its founding in 1981, it has been clear about its mission: To create a hunger-free Eastern Massachusetts for the 190 communities it serves, from Boston to the Cape to Worcester. We are committed to increasing our food distribution to provide three meals a day to every person in need in Eastern Massachusetts while supporting healthy lives and healthy communities.

Through the compassion and commitment of our supporters, staff, partners and volunteers, The Greater Boston Food Bank (GBFB) takes a bold, innovative and multi-pronged approach to achieve our mission to end hunger here through food acquisition and distribution and advocacy for local and national policies that work to curb and eradicate hunger.

Approaching fifty years old, the GBFB has continuously grown and expanded its efforts. In 1974, Kip Tiernan started to distribute food from her station wagon to those in need and later founded what we now know as The Greater Boston Food Bank (GBFB). From these humble beginnings, we have grown into the leading hunger-relief agency in New England and one of the largest in the country. Today GBFB provides over 109 million pounds of healthy food each year to more than 600 distribution sites across Eastern Massachusetts. That healthy food passes through GBFB before being distributed through more than 600 partner agencies and direct distribution sites such as: Food Pantries, Soup Kitchens, Community Meal Programs, Senior Centers, Veterans, Afterschool organizations and more. Our partner agencies place food orders through our online inventory system and pick up their orders at our



warehouse in Boston. For some partner agencies that are located too far from GBFB's warehouse for regular pick-ups or have transportation challenges, GBFB operates several cross-dock locations across Eastern Massachusetts. The transportation challenges of these agencies are accommodated by bringing food to convenient, central locations to ensure they get the critical food on which their community members rely.

GBFB acquires food through food industry product donations and financial contributions that enable us to purchase high-nutrient quality food. We also benefit from the generosity of over 12,000 volunteers annually who help to sort, pack and distribute food products. GBFB works to acquire, store, organize and distribute food through local food pantries, community meal programs, homeless and residential shelters, youth programs, veteran programs, senior centers, and day-care centers, each embedded in communities throughout the nine counties of eastern Massachusetts. With hunger increasing in Massachusetts, the need for GBFB and its services only increases. The need is great: one in three Massachusetts households experiences food insecurity, or the lack of consistent access to adequate food. 21.9% of Massachusetts households with children do not have access to sufficient or healthy food, according to a US Census Survey. Food insecurity rates, which are higher for Black and Hispanic residents, were exacerbated by the pandemic. Just 19% of all Massachusetts households experienced food insecurity in 2019. This jumped to 30% in 2020, 32% in 2021, and 33% in 2022.

In November 2023, O'Neil Outar joined GBFB as Executive Vice President leading the Advancement Division overseeing communications, fundraising, marketing, public affairs, and public relations. Prior to joining GBFB, O'Neil spent 30 years in senior fundraising and engagement management roles at leading global research institutions, most recently at Rhode Island School of Design where he served as Vice President of Advancement. He is known as an impact leader who has worked to transform organizations through building advancement organizations and securing transformative gifts.

GBFB Advancement is undergoing a rebuilding to create an organization and program that can support the demands of growing food insecurity in the region. GBFB raises approximately \$40 million in cash annually and is considered one of the most respected nonprofits in Greater Boston. During the COVID-19



pandemic, GBFB saw donors and dollars surge (both more than tripled) in response to public awareness of growing food insecurity in the region. Since the pandemic, GBFB Advancement has been tasked with building a best-in-class organization to increase fundraising to meet increasing and ongoing needs. In addition to the funding they provide, partner corporations and foundations play an essential role in increasing visibility of food insecurity in our communities. Priorities for the new organization include new stewardship programs, enabling infrastructure, and planned giving.

PRIMARY FUNCTION

Reporting to the Senior Director of Development for Corporate and Foundation Relations, the Senior Manager of Corporate Relations plays an important role in the Advancement program at The Greater Boston Food Bank (GBFB), working to further corporate philanthropy and deepen relationships with new and existing institutional partners. This role will be responsible for helping meet the Advancement Team's annually established KPI and their specific portfolio and individual goals.

The ideal candidate is a results-oriented professional who has primary responsibility for advancing relationships with those corporations and organizations that have the capacity to make a significant philanthropic investment in GBFB. The Senior Manager of Corporate Relations will design and implement strategies to identify, cultivate, solicit, close gifts, and steward an assigned portfolio of corporate donors and prospects. The Senior Manager of Corporate Relations works collaboratively as part of the Advancement Team to build and execute comprehensive donor strategies which include corporations, and organizations and may include individuals and foundations to achieve stated revenue goals.

This position is primarily external facing, building relationships, including securing financial contributions and sponsorships, and corporate partnerships in the five and six-figure ranges, through in-person and virtual meetings and presentations, at GBFB special events, and at prospect related corporate



promotions and events. This person will work collaboratively within and across the Advancement and other team to deepen philanthropic commitments in addition to working with volunteers.

POSITION DESCRIPTION

Role and Responsibilities:

- Meet annual goals related to corporate giving, cause marketing, organizational giving, multi-channel GBFB signature fundraising campaigns, events, and sponsorships. Specifically, responsibilities may include supporting employee giving events/promotions, attending in-home receptions hosted by board volunteers, and others as identified.
- Identify new prospects and cultivate, steward, and increase giving by conducting approximately 150 interactions within a given portfolio.
- Develop and implement proper cultivation strategies and stewardship of corporate donors and prospects. Activities include meetings, presentations, phone calls, letters, emails, as well as external and internal event attendance. Encourage participation in the full range of GBFB services and programs including volunteering, employee giving, matching gifts, special events, and financial support. Provide consistent and effective tracking and donor/partner management.
- As assigned, partner with colleagues to support volunteer leadership committees in their work to raise funds in support of and to build awareness for GBFB's mission.
- Duties may include supporting peer-to-peer fundraising strategies and activities within the committee structure.



- Work with the Senior Director of Development for Corporate and Foundation Relations to develop and manage the corporate budget, annual work plan, and forecasting.
- Consistently maintain accurate donor records for corporate gifts in Salesforce and ensure accurate tracking systems for all types of corporate engagement.

Ideal Skills and Experience:

- Bachelor's degree and 5+ years of proven experience managing a portfolio of corporate donors and partnerships in the Greater Boston Area or equivalent sales and project management experience.
- Demonstrated success in relationship management and achievement of fundraising goals, as well as proven ability to develop a pipeline of new business; ability to identify potential, new meaningful relationships, and secure new business meetings.
- Demonstrated success in developing partnerships and revenue opportunities with corporations.
- Sensitivity, tact, diplomacy, and the ability to honor confidentiality.
- Proven ability to work within a matrixed organization emphasizing teamwork and excellence.
- Demonstrates the required digital competencies that result in the effective usage of the full range of digital technologies at GBFB.
- Experience closing and executing new partnerships and programs.
- Excellent interpersonal, presentation, written communication, and public speaking skills.
- Project management, ability to take an opportunity from concept to completion.
- Excellent attention to detail and strong organizational skills.



- Salesforce or CRM database experience required and use of data for decision making; strong PowerPoint and presentation skills.
- Ability and willingness to travel regionally and occasionally within the U.S.

Critical Competencies for Success:

- **Corporate Sponsorships and Campaigns:** Develop strategies for and conduct corporate sponsorship solicitations as assigned. Work cooperatively with the Director, Special Events and the Marketing Team, to determine sponsorship levels and benefits, ensuring sponsorship materials are produced and executed in a timely manner in accordance with campaign specific activations. Create presentations for campaign and event support.
- **Cause Marketing:** Grow existing cause marketing campaigns and target new prospects within the portfolio. Respond to inbound cause marketing inquiries to evaluate potential and ensure adherence to GBFB guidelines. Work collaboratively across all departments as an advisor and partner on opportunities impacted by corporate cause-related marketing activities, with a particular focus and synergy around advancing support of GBFB campaigns.
- **Prospect Development:** Manage and execute appropriate strategies to develop new corporate relationships, including bringing in new corporations to volunteer and engage their employees in meaningful ways to deepen relationships and secure financial support with GBFB. Assess and determine resources necessary to maximize department's prospect identification efforts and new opportunities for industry specific affinity activity.
- **Employee Giving and Matching Gifts Programs:** Develop strategies within the portfolio, by attending corporate employee events on behalf of GBFB to encourage employees to support GBFB through financial gifts, volunteer hours, and fund drives. Promote employee giving



through payroll deduction and matching programs including. Create benchmarks for employee giving and engagement.

- **Organizational Culture:** Actively contributing to building an organizational culture and bringing best practices in philanthropy to an organization

Other Characteristics:

Personal motivation combined with dedication to GBFB’s mission are essential to the Senior Manager of Corporate Relations. The successful candidate will be collaborative and demonstrate flexibility in adapting to shifting institutional priorities in a fast-paced environment and must possess the maturity, poise, and sophistication to understand and manage complex relationships with colleagues and high net worth individuals. They will have demonstrated expertise in philanthropy and its best practices, making them a trusted advisor to the Senior Director of Development for Corporate and Foundation Relations and the rest of the philanthropy and greater organizational team.

The Senior Manager of Corporate Relations will have a demonstrated ability to bring team spirit, enthusiasm and integrity to the role to motivate and achieve results. The placement is expected to be a self-starter who is adept at working independently and as part of a small team in a start-up environment, equally skilled at being entrepreneurial and deeply collaborative. The placement will possess the demonstrated ability to manage competing demands and the changing pace of priorities on behalf of the Greater Boston Food Bank.



WORK ENVIRONMENT

The current work environment is hybrid, mostly remote and in the office 2-3 days a week.

COMPENSATION

The compensation for the Senior Manager of Corporate Relations is targeted at \$82,000 to \$107,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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