



SENIOR MANAGER OF CAUSE MARKETING AND SPONSORSHIPS

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 Cause Marketing and Sponsorships.

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

The Senior Manager of Cause Marketing and Sponsorships plays a crucial role in advancing The Greater Boston Food Bank's (GBFB) mission by developing and strengthening corporate relationships through cause marketing activities and sponsorship programs. This role is pivotal in driving corporate philanthropy and deepening partnerships with institutional supporters. The Senior Manager of Cause Marketing and Sponsorships serves as the subject matter expert for cause marketing initiatives involving businesses and individuals, generating at least \$600,000 annually and achieving program growth metrics aligned with the Advancement Team's annual Key Performance Indicators and specific portfolio goals.

POSITION DESCRIPTION

Role and Responsibilities:

- In partnership with the Senior Director of Corporate and Foundation Relations, develop and implement cause marketing and sponsorship approaches, including building relationships with regional and national corporations and organizations by pitching and responding to cause marketing opportunities that generate business value for their companies through partnership



with GBFB. Demonstrate understanding of cause related marketing best practices and industry trends and develop knowledge of various GBFB programs available to corporate partners.

- Manage a portfolio of recurring current and potential corporate donors engaged in cause marketing and sponsorship activities. Respond to inbound inquiries and initiate new relationships. Conduct in-person and virtual meetings in accordance with GBFB Moves Management practices.
- Conduct research and lead prospecting efforts to expand the pool of corporate prospects for cause marketing and sponsorship. Create and maintain a pipeline of possible corporate partners by identifying key institutional decision-makers, and proactively reaching out to local companies to establish new partnerships.
- Serve as an internal account liaison with other GBFB departments for partnership updates and activation details; collaborate cross-functionally to execute and support integrated programs.
- Communicate partner program updates and program performance both internally and externally, providing compelling annual partnership recaps that demonstrate partnership impact and value.
- In partnership with the Senior Director of Corporate and Foundation Relations and conforming to the GBFB Gift Acceptance Policy and Sponsorship Policy, lead negotiation/renewal agreements for assigned partners, including terms of program structure, marketing deliverables and guaranteed minimum donations.
- Lead planning for partner activation. Collaborate with GBFB Marketing and Communications to ensure fulfillment of assets and acknowledgments as described in cause marketing and sponsorship agreements, including written, verbal, graphical, and across digital platforms. Share responsibility for making certain all partner marketing and sales collateral to adhere to GBFB's brand and legal standards.



- Work cooperatively with the Directors of Special Events and Donor Relations to determine sponsorship levels and benefits. Ensure sponsorship materials are produced and executed in a timely manner, and customized to campaign-specific activations as needed, in accordance with the GBFB Gift Acceptance Policy and Sponsorship Policy.
- Assist with regular financial forecasting and reporting for cause marketing and sponsorship performance.
- Provide stewardship support for current and lapsed corporate donors.

Volunteer Leadership Committee Support

- 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.

Administration and Data Management

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

Ideal Skills and Experience:

- Ability to identify potential, new meaningful relationships, and secure new business meetings.
- Experience closing and executing new partnerships and programs.
- Excellent interpersonal, presentation, written communication, and public speaking skills.



- Salesforce or CRM database experience required and use of data for decision making.
- Strong PowerPoint and presentation skills.
- Project management, ability to take an opportunity from concept to completion.
- Excellent attention to detail and strong organizational skills.
- Adherence to AFP guidelines and honors each donor's intent.
- 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.
- 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 matrix organization emphasizing teamwork and excellence.
- Genuine appreciation of GBFB's mission and the ability to communicate it.
- Ability and willingness to travel regionally and occasionally within the U.S.
- Demonstrates the required digital competencies that result in the effective usage of the full range of digital technologies at GBFB.

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.

Other Characteristics:

Personal motivation combined with dedication to GBFB's mission are essential to the Senior Manager of Cause Marketing and Sponsorships. 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 both colleagues and high-net worth individuals. They will have demonstrated expertise in philanthropy and its best practices, making them a trusted advisor to the Vice President of Philanthropy Partnerships and the rest of the philanthropy team and greater organizational team.



The Senior Manager of Cause Marketing and Sponsorships 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 building 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

This role follows a hybrid schedule working in accordance with GBFB's hybrid work policy. Our in-office time is used primarily for team meetings and formal and informal collaboration necessary to foster and support a positive work culture.

COMPENSATION

The compensation for the Senior Manager of Cause Marketing and Sponsorships is targeted at \$82,000 to \$107,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

Lisa Byala

Principal, ByalaSearch LLC

gfbf@byalasearch.com

T: (646) 898-2093



www.byalasearch.com

Confidential: This document is confidential and is provided to the named recipient. The information contained within this document is a combination of confidential ByalaSearch LLC internal information and confidential communications between ByalaSearch LLC and its client. This document has been prepared with ByalaSearch LLC's best efforts but may require future corrections. Distribution of this document by the named recipient is strictly prohibited.