



Position Description

Job Title: Director of Corporate and Strategic Relations

Team: Institutional Advancement

Location: One Manhattan Square, Rochester, NY 14607

Scheduled Hours: Full-Time, 37.5 hours per week

FLSA Classification: Exempt

Salary Grade: 30

Reports to: Senior Director of Institutional Advancement

Position Summary

Through sponsorships, partnerships, and grants, businesses and other organizations provide critical funding to The Strong for educational programs, outreach, exhibits, and other museum initiatives. The director of corporate and strategic relations is responsible for developing strategic business relationships with regional and national corporate partners and select grantors to secure and grow funding for The Strong's organizational priorities. The individual in this position manages and grows a diverse portfolio of donors and prospects to achieve annual revenue goals while also cultivating current and new relationships to increase event/program sponsorships and financial support.

This position requires excellent communication skills and follow through, strong project management abilities, and direct solicitation experience. The director of corporate and strategic relations is required to expend such personal efforts as may be needed to keep up with advances in subject matter related to this position. The employee must learn the constraints, with consideration of the budget, within which this job must be performed and work within those parameters.

At The Strong, museum staff cooperate with one another in furthering the museum's objectives and in completing museum projects. Museum staff consistently maintain a positive and enthusiastic attitude, act with integrity and in accordance with the highest ethical standards, and demonstrate loyalty to the museum in all public contacts. Guests and colleagues deserve our best efforts every day.

Essential Duties

The specifications described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Develop creative solutions to make connections and access corporate support for The Strong.
- Implement a strategic plan for corporate giving, write applications, develop customized proposals, and secure contributions from regional and national corporations. This strategic plan should reflect a keen understanding of prospect management and growing meaningful relationships with leaders and decision makers at assigned organizations.
- Lead corporate prospect research, communications, meeting planning, benefit tracking, contracting, and reporting.

- In addition to corporations and businesses, maintain a solicitation portfolio of 10 – 12 regional foundation prospects, including some corporate foundations. Complete all required reporting and stewardship.
- Secure new and renewed funding through the direct solicitation of corporations, businesses, and foundations within a dedicated and evolving portfolio of current donors and prospects to help meet annual revenue goals.
- Maintain an active schedule of moves management interactions, including identification, cultivation, solicitation, and stewardship, with assigned corporate and foundation prospects to grow the portfolio.
- Identify, cultivate, solicit, and steward national and international organizations in the video game industry, toy industry, and gameshow industry as well as developing and writing proposals for these potential funders.
- Research, identify, and cultivate potential corporate partnerships and sponsorships for general support, special events, exhibits, public programs, and other museum priorities while establishing and growing relationships with potential funders and sponsors.
- Establish and maintain personal relationships with contacts and maintain a calendar of submissions, proposals, and other deadlines.
- Persuasively communicate The Strong’s mission and programs in developing and writing funding proposals for organizations.
- Use the IA database to track assigned prospects and proposals from development through close-out and stewardship while writing and recording detailed contact reports.
- Manage, solicit, and secure sponsorships for special fundraising events with a special emphasis on Play Ball, The Strong’s annual gala.
- Identify and secure new corporate partners and corporate sponsors, focusing on fundable programs and opportunities that align with corporations’ marketing and community outreach goals.
- Work collaboratively with the marketing, public programs, collections, exhibits, and other museum teams to ensure that all sponsors and donors are appropriately recognized and receive all benefits related to their support.
- Perform all work in accordance with the highest professional ethical standards and in alignment with the museum’s mission, strategic goals, and core values.
- Assume responsibility for own professional development including meeting all mandated standards and staying abreast of developments within the field. Attend scheduled training programs for professional development, including trainings required by the museum.
- Assist with special projects as assigned by the senior vice president for strategic partnerships.
- Assist in other initiatives related to fundraising and development, as well as general support of museum events and outreach.
- Travel to visit with donors and sponsors as needed.
- Maintain sensitivity, understanding and respect for a diverse educational environment, inclusive of guests, staff, and trustees of varying social, economic, cultural, ideological, and ethnic backgrounds.

Additional Responsibilities

- Participate in museum committees, project teams, and process teams as assigned.

Core Values

These are embedded in all roles within the museum. Employees must have the ability to demonstrate, understand, and apply our workplace values.

- **Respect:** We treat guests and each other with fairness and respect. That means our behavior is marked by courtesy, patience, compassion, and tolerance. Always.
- **Focus:** We share a special sense of purpose based on the museum's mission, so to be successful we must remain committed to our common goals. We're a playful organization, but we're not fooling around.
- **Excellence:** We strive constantly for excellence and seek continual improvement in all that we do. Our teams' work precipitates our outstanding reputation as one of the leading museums serving families.
- **Community:** This is an interactive place. We foster community within and outside the museum through an atmosphere of collaboration, cooperation, and collegiality. Teamwork and flexibility lead to esprit de corps and effective public service.
- **Fun:** Play is both a means and an end. We're here to delight people's senses, spark their memories, and stir their imagination. We strive to ensure that the museum is always welcoming, fresh, vibrant, and filled with fun.
- **Diversity:** The Strong is inclusive. It embraces and honors cultural diversity while highlighting common experiences. It engages people of many backgrounds and interests. The museum commits to making its facility, exhibits, and programs accessible to guests of all abilities, ages, classes, ethnicities, gender identities, national origins, races, religions, sexes, and sexual orientation.

Work Environment

Work is performed primarily indoors in a professional office environment. This role routinely uses standard office equipment such as computers, phones, printers, and copiers. The noise level in the environment is usually low.

Occasional local and national travel is expected for this position. Travel may require transportation via motor vehicle or flight. This position requires evening and weekend work as job duties demand.

Physical Demands

While performing the duties of this job:

This position regularly requires full range of mobility in upper and lower body; the ability to reach overhead; the ability to work in various positions, including stooping, standing, walking, bending over, sitting, kneeling, and squatting for extended periods of time; the use or operation of objects, tools or controls; the ability to climb three flights of stairs; and the ability to talk and hear. This position frequently requires the ability to lift, pull, push, and carry weight up to 25 pounds to complete assigned job tasks.

This position requires frequently sitting in front of a computer while using repetitive typing motions.

Visual acuity to operate computer equipment is required. Specific vision abilities including close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus are important for this role.

Knowledge, Skills, and Abilities

The candidate may have any combination of education and experience but should possess the required skills and knowledge for successful performance.

- Bachelor's degree in business administration, English, behavioral sciences, or closely related field.
- 5+ years of demonstrated growth in direct fundraising.
- Ability to close six-figure gifts.
- Experience and comfort interacting with high-net-worth individuals.
- Successful track record in meeting and/or exceeding fundraising goals and objectives.
- Understanding of and dedication to The Strong's mission.
- Ability to work evenings and weekends, and travel as needed.

Preferred Qualifications

- Master's degree.
- Account management experience.
- Bilingual written and verbal skills.
- Supervisory experience.

Core Competencies

- **Strategic and Outcome-Oriented Thinking:** Combines philanthropic sector knowledge, prospect management strategy, and creative problem-solving to set ambitious fundraising goals and achieve results.
- **Effective and Persuasive Communication:** Blends top-tier oral, written, and proofreading skills to draft compelling proposals, synthesize complex information, and adapt messaging for diverse audiences.
- **Relationship Building and Interpersonal Tact:** Exercises high diplomacy, active listening, maturity, and discretion when interacting with high-net-worth donors, corporate partners, staff, and trustees.
- **Collaboration and Teamwork:** Operates with flexibility, empathy, and openness to feedback to foster strong cross-departmental partnerships with marketing, programs, collections, and exhibits teams.
- **Organization and Time Management:** Demonstrates strong process discipline, multi-tasking, and attention to detail while managing competing submission deadlines and CRM tracking.
- **Integrity, Composure, and Stress Tolerance:** Maintains strict confidentiality of donor and employee records while navigating high-pressure situations with sound judgment, emotional resilience, and professional composure.

Pre-Employment Requirements

Must consent to and pass a drug screen and criminal background check as conditions of employment.

Disclaimer

The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Within reason, duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice. Employees are expected to accept reasonable assignments whether they are specifically included in this position description.

Equal Opportunity Statement

The Strong is an equal opportunity employer. It is the policy of The Strong to provide equal employment opportunity to all persons without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, national origin, age, disability, military or veteran status, marital status, domestic violence victim status, genetic information, criminal history, or any other characteristic protected by applicable federal, state, or local laws. This policy of nondiscrimination applies to all aspects of the employment relationship, including but not limited to recruitment, selection, advancement, compensation, benefits, layoff, recall, transfer, and termination.