



Title: Director of Corporate Relations

Reports To: Chief Development Officer

Location: Austin, TX

Type: Full-time

About Austin Sunshine Camps (ASC):

The mission of ASC is to provide the magic of overnight camp without the barrier of cost. We envision a world where all children have a place to grow, connect and explore. Many of us shared meaningful experiences at camp that significantly shaped our lives during our most formative years. We learned about ourselves and how to interact with others. We developed confidence, independence, and meaningful friendships. We were introduced to new ideas and discovered new interests that otherwise would have remained hidden. These benefits, unique to summer camp, are especially needed by historically underinvested youth, yet are much harder for their families to afford. Since 1928, ASC has provided free, fun-filled overnight summer camp programs for children by partnering with families who face barriers to accessing such programs.

ASC's Overnight Summer Camp is our flagship program and is accredited by the American Camp Association (ACA), which represents the industry's highest standard. Each summer, we provide four sessions of overnight summer camp to 500-600 children ages eight to 15. Our eight to 11 year olds attend our Zilker Camp in Zilker Park and our 12 to 15 year olds attend our Lake Travis Camp in Marble Falls. For 10 days and nine nights, they swim, canoe, hike, learn new skills, create crafts, make music, and much more. During each session, campers are given an opportunity to explore a particular area of interest in-depth during their time at ASC through our Track Program, such as science, culinary arts, and outdoor adventure. They take the lessons learned while at camp home with them and back to school. The confidence, connection, and sense of opportunity help inform them as they grow older and can expand their sense of what is possible.

During the school year, we engage with our campers' whole family as appropriate, providing a variety of family programming and events that allow them to feel a part of the larger ASC family as well. By deepening the relationship with our campers' families throughout the year, we significantly increase the likelihood that campers will return year-after-year, increasing the opportunity to create lasting impact on the child's life, education, and future career.

The unfortunate reality is that overnight summer camp is prohibitively expensive for almost half of American families, averaging \$1,700 for a 10-day camp in Central Texas. For many of those children and their families, overnight summer camp is a luxury that simply cannot be afforded. 95% of our program participants qualify for the free or reduced lunch program or are in the foster care system. The remaining 5% are typically returning campers who have either been adopted from foster care, or their families no longer qualify for free or reduced lunch. The common thread that connects almost all of our campers and their families is that without ASC, they would likely not have access to the life-changing experiences provided by camp.



About this position:

The Director of Corporate Relations is responsible for helping ASC increase brand awareness and revenue through our Corporate Relations Program by cultivating multifaceted relationships with businesses across various industries. The Director of Corporate Relations oversees ASC's Corporate Sponsorship and Volunteer Programs and is responsible for generating revenue through corporate grants, event sponsorships, and employee giving. The ideal candidate will be self-motivated, proactive, strategically oriented, and able to manage multiple priorities simultaneously. This person will also have exceptional interpersonal sensibilities, a strong team orientation, and possess an internal drive to meet and exceed ambitious goals.

Who we're looking for:

ASC seeks a Director of Corporate Relations who believes in our:

- **Mission:** Austin Sunshine Camps provides the magic of overnight camp without the barrier of cost.
- **Vision:** We envision a world where all children have a place to grow, connect, and explore.
- **Core values:** Action, Authenticity, Compassion, Connection, Exploration, Fun, and Growth. And more specifically, someone who resonates with the observable behaviors related to each of our values that can be found here: www.sunshinecamps.org/our-mission.
- **Strategic plan:** ASC's five year [strategic plan](#) focuses on deepening our roots in Austin, Texas, and expanding our footprint to eventually serve more campers.

Key Responsibilities:

- **Corporate Sponsorship Program:**
 - Manage ASC's Corporate Sponsorship Program:
 - Ensure all appropriate staff and volunteers/committee members understand and implement ASC's strategy for corporate sponsorships
 - Identify and pursue new viable sources of corporate funding
 - Utilize Salesforce to track and manage all aspects of the corporate sponsorship program
 - Secure \$160k in sponsorships for ASC's events in first year:
 - Work with the appropriate staff and event/board volunteers to connect with high level corporate prospects
 - Network with appropriate organizations (i.e. Chamber) to build organizational presence in the corporate community
 - Together with the Development and Communications Coordinator, develop a strategy for marketing the Corporate Sponsorship Program to targeted audiences
 - Oversee sponsor benefit fulfillment, invoicing, and payment collection, and the collection of necessary materials from partners in a timely manner to properly and fully execute benefits



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- Develop and initiate intentional, creative, and cost-effective stewardship strategies
- o Work closely with ASC's founding organization, the Young Men's Business League (YMBL), to:
 - In tandem with the Development Team, attend recruitment and member events
 - Ensure the Austin Sunshine Run and Austin Under 40 Awards Gala meet their sponsorship goals:
 - Provide the necessary data/collateral for committees to solicit and secure \$250k+ in sponsorships
 - Meet with committees to build rapport and offer guidance/support around their sponsorship goals
- **Volunteer Program:**
 - o Supervise and support ASC's Volunteer Coordinator to ensure the efficacy of our Volunteer Program
 - o Design and implement effective strategies geared to increase support for ASC across all departments:
 - Create and promote corporate and volunteer engagement opportunities that align with the interests of our corporate prospect community
 - Strategically utilize the Volunteer Program as an entry point to introduce new stakeholders to: Zilker Lodge Rental Program, Sustaining Giving Program, Corporate Sponsorship Program
 - o Skillfully cultivate and steward relationships with corporate decision makers and stakeholders to enhance volunteer opportunities and increase their investment in our mission
 - o Develop relationships with corporations that enable ASC to connect with individual employees, specifically through corporate volunteer events and skill-based pro bono volunteer opportunities

Qualifications:

- Exceptional written, verbal, and interpersonal communication skills
- Extremely detail oriented
- Excellent project management skills; ability to establish priorities, manage time and meet deadlines
- Strong customer orientation with external and internal stakeholders
- Takes initiative, kindly assertive, and is a self-starter
- Works collaboratively with others and is flexible/adapts well to change
- Prior experience in the nonprofit sector or in a sales role
- Proficiency with Microsoft Office Suite, Google Suite, CRM platforms (Salesforce and Better Impact preferred), fundraising platforms, and other technology as needed
- Must pass a National Enhanced Criminal Background Check
- Must be able to work nights and weekends as required
- Able to lift up to 35 lbs



Compensation and benefits:

- **Salary:** The starting salary range is \$65,000 - \$70,000, to be reviewed on an annual basis.
- **Health, dental, and vision insurance:** ASC covers 50% of employees' health, vision, dental insurance in the first year of employment, to increase by 10% at every work anniversary.
- **Short-term disability & Life Insurance:** ASC provides short-term disability and life insurance to full-time employees.
- **Paid Time Off:** ASC has an unlimited PTO policy.
- **Work Hours and Location:** ASC has flexible working hours and location when programs are not in session or the employee's in-person presence is not necessary.
- **Retirement Plan:** ASC matches the employee contribution, up to 3%, in a Simple IRA+ plan.
- **Family-friendly:** ASC is a family-friendly work environment. Employees' children have the option to attend all sessions of overnight camp.

How to apply:

- Submit a resume and cover letter to Megan Grayless at jobapplicants@sunshinecamps.org with "Director of Corporate Relations" in the subject line.

Note: This job description is not intended to be all-inclusive. Employees may perform other related duties as assigned to meet the ongoing needs of the organization.