

Water Street Mission (WSM) Job Description Business Ambassador

Summary: As part of the Advancement team at Water Street, Partner Relations is responsible for advancing the mission of Water Street through growing partnership with businesses in the Lancaster community.

The Partner Relations team advances Water Street's purpose by building joyful partnerships at the intersection of Water Street's greatest needs and our partner's philanthropic priorities. We use a moves management process to deepen relationship and invite partnership. Partnership opportunities are drawn from a portfolio of financial needs established by the Leadership Team; these opportunities include the annual fund, strategic funding priorities, EITC, and sponsorship opportunities. In select circumstances, we may discuss gifts-in-kind or volunteering on campus.

The collaborative culture of our team emphasizes helping each other develop and execute personalized engagement strategies, learning together how to best serve donors and tell the Water Street story. While meeting financial goals is important, we prioritize doing the right behaviors as often as possible over simply closing gifts. Team performance is more important than individual performance. This team also works closely with marketing to execute select fund raising events that will draw specific audiences into closer partnership with WSM.

They will be responsible for personal contact with, and part of the overall communication strategy for, this critical group of organizations with an eye towards increased annual and project giving as well as general donor retention. This individual will also be responsible for developing, executing and improving the way we secure funding for sponsorships and EITC as well as the way we secure volunteers and GIK through workplace drives.

The Business Ambassador is part of the Advancement Team. We aspire to transform how Lancasterians see people on the margin while inspiring joyful generosity.

FSLA: Exempt, Full-time

All WSM Staff must be:

- Willing to sign the Water Street Mission's Statement of Faith
- A current and active member and/or regular attendee of a local church
- Able to fully support the Water Street Mission's Core Values and Ministry Philosophy

Supervised by: Director of Marketing

Expectations:

1. Manage the portfolio of all current and prospective business partners through a combination of face to face visits, speaking engagements, phone calls, email, mass mail, mass email, customized proposals, invitations to events, and personalized thank you letters. This will include inviting businesses to consider giving, sponsorship, EITC, volunteering and running drives that benefit Water Street. Given the number of partners, this will involve prioritizing relationships and focusing efforts through a combination of customized and mass communication.
2. Develop, execute and improve our Sponsorship program. They will work closely with other members of the Advancement team to identify opportunities for sponsorship, create

- promotional materials, make sure all people working in Partner Relations incorporate invitations to sponsorship giving into all partner engagement plans, and track sponsorship.
3. Develop, execute and improve our EITC program. They will work closely with other members of the Advancement team to create promotional materials, promote EITC giving to well-qualified partners, make sure all people working in Partner Relations incorporate invitations to EITC giving into all partner engagement plans, and thank partners giving EITC gifts according to established workflows.
 4. Develop, execute and improve process associated with 'drives' in partnership with other members of the Advancement team and staff in other departments. A 'drive' is an opportunity to donate a range of items – food, clothing, toiletries, etc. They need to curate and prioritize a list of established drives. This involves working in partnership with other members of the Advancement Team to develop communication strategies designed to invite individuals and groups to host drives on our behalf.
 5. Develop, execute, and improve process associated with representing Water Street at the Lancaster Chamber Business Expo and similar events in partnership with other members of the Advancement team.
 6. Know and effectively communicate the ethos, vision and mission of all aspects of Water Street Mission, including all approved funding priorities.
 7. Meet or exceed agreed upon annual objectives with respect to face to face direct partner engagement, invitations to support, and associated financial objectives.
 8. Meet or exceed department standards regarding knowing and maintaining electronic donor files including entering meeting reports in our donor database.
 9. Use our moves management process to prepare personalized engagement strategies for the donors in your portfolio. This includes developing outlines of your goal for meetings with our partners, including what questions you may ask, what questions you anticipate, and what outcomes you expect that will inform next steps in deepening that partnership
 10. A commitment to include the President, Leadership Team or other "expert witnesses" as part of the donor cultivation process. This includes supporting the "expert witness" by preparing and discussing a standardized briefing with the expert. It is expected that all Ambassadors will include the VP of Advancement in meetings on a regular basis.
 11. A commitment to create a collaborative, learning community in Advancement, living out our core value of "Grace is our Model" while contributing to each other's professional and spiritual growth. This includes coming to Partner Relations team meetings ready to ask for help with donor strategy and plans as well as strengthen each other's strategies and plans.
 12. Support all internal fundraising events, including personal invitations consistent customized donor engagement strategies designed to deepen the relationship between the partner and Water Street Mission
 13. Develop the working knowledge necessary to track activities ('moves management') in donor management software (Raisers Edge) and project management software (Basecamp).
 14. Work with other members of the Advancement team to develop specialized mail campaigns, primarily at calendar and fiscal year end, to increase donor involvement.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS

- Demonstrate a passion for connecting with supporters of Water Street Mission
- Demonstrated ability to provide outstanding customer service
- Outstanding verbal communication and interpersonal skills
- Excellent writing and organizational skills
- Ability to work collaboratively

- Experience in working with a CMS and CRM Database Software (Raisers' Edge would be an advantage)
- Proficient with Word, PowerPoint and Excel
- Ability to work independently and manage time effectively
- Must demonstrate the ability to make good decisions independently

MINIMUM QUALIFICATIONS & EXPERIENCE

The ideal Business Partner Relations candidate will possess:

- Motivation to see the lives of hurting men, women, and children restored
- Possess a bachelor's degree and a minimum of 3 to 5 years of related work experience in a sales or fundraising environment
- Experience maintaining and growing individual relationships
- Person of integrity who can present strong character and employment references

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the essential functions of this job, the employee is regularly required to stand, walk, or sit and use hands, and is occasionally required to lift and/or move up to 35 pounds.

Christian Life: As an employee of Water Street Mission, you are an important member of a Christian missionary organization. All staff members are Christian missionaries and are required from time to time to participate in chapel services, outreach ministries, or counseling sessions. Because of the nature of these types of ministries, it is an absolute necessity that you possess and maintain a testimony or lifestyle that is above reproach. What you do on your own time may seriously affect your ability to perform these types of ministries, which are an important part of your job.

Revised 8.2019