

# ByalaSearch LLC

## VICE PRESIDENT, CORPORATE PARTNERSHIPS

**ByalaSearch LLC** is pleased to announce that our firm has been retained by UNICEF USA to identify candidates for the position of Vice President, Corporate Partnerships.

### ABOUT UNICEF USA

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children.

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The past two decades have seen important progress on child rights, yet while much has been achieved, sharp disparities remain. In most countries, inequality is higher today than a generation ago, including in middle income countries where most of the world's poor children now live. The rapid pace of urbanization and the growing youth bulge in Africa and parts of Asia will require significant expansion of the provision of essential services for children. These challenges are compounded by the scale and complexity of crises triggered by conflict, natural disasters or epidemics. The global community faces these challenges when the political and economic environments pose challenges of their own, testing the world's commitment to protecting the most vulnerable. In this environment, strong and consistent leadership of UNICEF is critical to enable the achievement of results for children.

UNICEF USA (UUSA) is a private, independent, U.S. nonprofit that rallies the American public to support the world's most vulnerable children through the unmatched reach of UNICEF. Headquartered in New York City, UUSA has some 300 employees distributed across nine regional offices in the U.S. To fuel UNICEF's life-saving work across the globe, UUSA raises nearly \$600 million dollars from private sources every year, and advocates for U.S. Government policies and funding to help children around the world.

### Primary Function

Reporting to the Chief Philanthropy Officer, the Vice President, Corporate Partnerships (VP) will be responsible for setting the strategy to retain and grow UNICEF USA's complex and diverse portfolio of corporate revenue, enabling ambitious fundraising goals to support UNICEF USA's Strategic Plan. The VP will guide strategies for corporate engagement, brand partnerships, cause related marketing, workplace giving and gifts-in-kind – among others as needed – with some of UNICEF USA's most visible partners, with a focus on seven-and eight-figure partnerships.

The VP sets the team's long-term vision and motivates and models a productive team, allowing for autonomy while fostering collaboration. The 2022 international goal is over \$100 million from a combination of corporate partnerships and in-kind gifts. The VP will recognize the potential in each team within the Philanthropy Division, maximizing intersectional strategies with Major Giving, Foundation Partnerships, Global Cause Partnerships, Direct Response Giving, and the Philanthropy Advancement teams. The VP will foster a team-wide culture of donor-centricity, transparency in data, and collaboration within and across teams and divisions throughout UNICEF. The VP will set clear performance KPIs and expectations and will have a track record of using data and analysis to inform strategy and increase revenue.

## Position Description

### Specific Responsibilities of the Vice President, Corporate Partnerships:

#### **Strategy**

- Build Corporate Partnerships strategy and implement tactics to achieve UNICEF USA Strategic Plan and UNICEF's Joint Strategic Plan, with guidance from the Chief Philanthropy Officer
- Build a strategic partnership with UNICEF's Private Fundraising Partnerships (PFP), which is the global fundraising team, to continuously improve communication, co-create partnership with UNICEF's Programme Division and increasing collaboration and a team-based fundraising approach.
- Guide multi-country development strategies across UNICEF USA and in partnership with UNICEF's PFP's Business unit and other UNICEF National Committees
- In partnership with colleagues in Marketing and Communications and UNICEF's PFP, guide Corporate Partnerships strategy for key UNICEF milestones, branding and cause framework including toolkit development and how to best implement with current and prospective accounts
- Streamline and prioritize prospecting to maximize prospect to partner conversion, including diversifying partner engagement
- Oversight of Child Rights & Business Principles and Business Advocacy
- Oversee and develop B2B strategy with Marketing and Communications and their partners

#### **Management**

- Oversight of all Corporate Partnerships and related revenue streams
- Inspire and lead by example 2 direct reports and team of approximately 25, fostering an environment of commitment, passion, professionalism, and collaboration
- In partnership with prospect managers, manage small portfolio of 5-10 key accounts

as relationship leader

- Co-create innovative strategies, identify key connectors, and create pathways with and for the team on senior level engagement, strategy and prospect meetings
- Coach Prospect Managers in creating compelling qualification, cultivation, solicitation, and stewardship plans that prioritize retention and growth
- Guide execution of partnerships as appropriate, ensuring successful delivery and stewardship of partnership
- Accountable for UNICEF's local and global corporate due diligence process, working knowledge of current procedures, and recommendations for efficiency opportunities
- Guide high-level contract negotiations and team's interactions with Finance colleagues, creating new operating standards for global agreements
- In partnership with Chief Philanthropy Officer and Prospect Development & Campaign Planning, guide strategy for transparent, standardized, data-driven frontline performance KPIs, like prospect to partner conversion, of aim partnerships, the number of asks and collaborative behavior; leverage business intelligence data to manage team members to those articulated expectations
- Provide input on revenue and pipeline reporting to UNICEF USA leadership and UNICEF colleagues

### **Integration**

- Model expectations for team; work in close partnership with Major Giving, Principal Giving, Foundation Partnerships, Global Cause Partnerships, Direct Response, Impact Fund for Children colleagues to drive exploration of corporate leadership networks to coordinate revenue maximizing connections between audiences, proactively identifying opportunities to blend or build upon solicitation strategies,
- Build close partnership with Philanthropy Advancement – specifically Stewardship, Prospect Development & Campaign Planning, and Special Events – improving role clarity, cross-cutting strategies, and resource support; build a culture of data transparency and data-driven decision making
- Develop a broad strategy framework to support local corporate partnerships in collaboration with other fundraising streams
- Partner with Philanthropy Board & Operations team to build engagement with UUSA national and regional board members

### **Ideal Skills and Experience:**

- Bachelor's degree or equivalent required; Master's degree preferred
- 12+ years of fundraising or relevant experience, including at least 5 years of corporate partnership or corporate relations experience, with a proven record of success leading

a team with growing revenue goals

- Experience personally qualifying, cultivating, soliciting and stewarding corporate partners
- Expertise balancing diplomacy and business needs while working at all levels of a large, complex international organization to effectively secure and steward impactful partnerships, managing up, down, and across
- Track record of inspiring staff and identifying common ground with enabling partners
- Familiarity with broader corporate landscape, especially corporate social responsibility, economic trends, and philanthropic industry
- Success stewarding teams through division-wide and organization-wide change management initiatives
- Experience with CRM databases and data-driven decision strategies
- Experience in a complex, multi-team environment
- Strong organizational and time management skills with exceptional attention to detail
- Excellent communication skills, both written and oral
- History of influencing and engaging a wide range of partners internally and externally and build long-term relationships
- Must possess a strong work ethic, and be a motivated, enthusiastic team player who deeply embraces the mission of UNICEF USA
- Must be willing to travel domestically and occasionally internationally (25%)

### **Critical Competencies for Success**

- History of leading an effective corporate philanthropy effort for a large enterprise or global nonprofit.
- Ability to build effective relationships internally with partners within Individual Philanthropy, Philanthropy Advancement, Marketing & Communications, and Finance & Administration within a national or global organization.
- Track record of grant giving or social responsibility from a business partner.

### **Other Characteristics**

The successful candidate will be passionate about the mission of UNICEF USA and value how fundraising and corporate support contributes to that mission. The candidate will be a seasoned professional, capable of proactively developing and articulating strategies and

working in a fast-paced environment, maintaining flexibility and a sense of urgency. The ideal candidate will be organized and entrepreneurial, able to work with senior management as well as establish and manage a collaborative team, to enable staff to perform at the highest level to achieve the best possible outcomes. The candidate must possess the maturity, poise, and sophistication to represent UNICEF USA with passion and authority both internally and externally and globally and domestically, communicating the organization's mission and activities, while modeling best practices for a team, managing complex relationships with a broad pool of current donors with high capacity. Relationship management abilities, communications skills, project management experience and a collaborative work style are essential to the Vice President, Corporate Partnerships.

Kindly send nominations or expressions of interest to:

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