



**Washington Business Week**  
Director of Business & Community Engagement  
**Position Description**

**WBW Programs Overview:** WBW offers high school youth week-long educational programs at both high school and university campus settings. Programs operate Statewide at University campuses, High Schools and International in Poland, Belarus and Italy. There are currently three key programs focused on major industry sectors of Business, Healthcare and Technology.

**Position Overview:**

The Director of Business & Community Engagement is responsible for the management and growth of the organization's marketing and community fundraising. This position will coordinate the outreach, recruitment, training, and retention of business community members, parents, and sponsors as part of successful program growth and delivery. A successful candidate will have experience in fundraising, marketing, community special events, sponsorship solicitation and the ability to develop and nurture relationship with major donors, partners and corporate sponsors. Working with the Executive Director and management team, the position oversees the development and implementation of the organizational marketing strategies. The position requires strong organizational and networking skills along with the ability to work on various initiatives simultaneously with a keen eye for detail.

**Day to Day:**

**Fundraising & Presentations**

- Lead community and business fundraising – creating relationships that lead to financial and volunteer partnerships that benefit WBW.
- Foster partnerships and do presentations with key stakeholders including Chambers of Commerce, Rotary, school administrators, teachers, and community leaders to encourage volunteer and student participation in program.
- Provide excellent customer service to all WBW stakeholders.
- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner.
- Maintain donor database and process donations and donor recognition
- School, conference and fairs – when student recruiter is unavailable and/or already presenting this position will present to student groups.

**Marketing**

- Lead & develop marketing and messaging as related to the overall organization.
- Creation and execution of marketing for the overall WBW program – on social media, website and E-newsletter in partnership with Executive Director.
- Development of outside marketing such as blogging, article creation, networking events, creation of print, web and magazine ads and articles.
- Building a marketing budget with the Executive Director and adhering to budget throughout the year.

- Manage marketing contracts with outside vendors.
- Seek marketing avenues to three target demographics -students, parents, supporters.
- Development of Annual Report with the Executive Director

### **Program Delivery**

- Facilitate and support program delivery for university and high school-based programs.
- Assist in research, development and revision of curriculum and resources for programs.
- Contribute to the development and preparation of curriculum, manuals, guidelines and other materials required for programs and new initiatives.
- Monitor and manage the behavior and safety of high school student participants with WBW team at camp.
- Identify program speakers, judges, and mentors, and assist in logistics planning.
- Coordinate and present the judges training, judging, trade show and judges luncheon.
- Do private VIP tours with donors during camp.

### **Qualifications**

#### **Required**

- Bachelor's degree
- Professional experience in recruiting, fundraising or sales
- Experience working with high school students
- Experience creating marketing material and managing a marketing campaign
- Exceptional interpersonal and communication skills, both oral and written
- Excellent computer skills including MS Office suite and social networking tools
- Strong personnel and program management, critical thinking and problem-solving ability
- Ability to work independently, as well as collaboratively to achieve goals
- Ability to travel overnight for extended periods of time, as needed
- Must have reliable transportation, valid WA driver's license and verify current proof of insurance (WBW will reimburse mileage)

\*Employment contingent on annual background check of criminal history information through the WSP.

\* WBW is a virtual office -our team resides in Puget Sound area and meets in weekly in person in Federal Way

#### **Preferred**

- Experience managing programs
- Professional experience in recruiting, managing, retaining and working effectively with volunteers and sponsors
- Experience in effectively coordinating multiple projects within budget
- Experience fostering and building effective partnerships in business/education/community-based organizations
- Previous knowledge of WBW

#### **Benefits Include:**

Full Time Position 40+ hours a week

Salary: \$38,000 - 45,000 annual salary

Vehicle & Gas Flat Allowance - \$250 a month

Benefits Packet: Paid Vacation & Holidays; paid medical, vision & dental coverage

401K optional after 1 year of employment.

To Apply: Please send Resume & Cover Letter to [andreak@wbw.org](mailto:andreak@wbw.org)

