



AGA KHAN FOUNDATION

SR. OFFICER, RESOURCE DEVELOPMENT (POINT-OF-SALE) AND BUSINESS PARTNERSHIPS

Aga Khan Foundation, USA

Sr. Officer, Resource Development (Point-Of-Sale) and Business Partnerships

LOCATION: WASHINGTON, D.C., OR OTHER USA LOCATIONS
REPORTS TO: DIRECTOR, RESOURCE DEVELOPMENT AND PLANNED & LEGACY GIVING

ABOUT AGA KHAN FOUNDATION U.S.A. (AKF USA)

For over 50 years, the Aga Khan Foundation has served marginalized communities in some of the most remote, hard-to-reach parts of Asia and Africa. We partner with communities to improve quality of life for decades and generations. Prosperity for all comes from harnessing the best from people of all walks of life. We believe that communities and societies are stronger when they are built on the vision and collaboration of people from all backgrounds. AKF is a member of the Aga Khan Development Network, a group of agencies that work on the environment, health, education, architecture, culture, microfinance, rural development, disaster reduction, the promotion of private-sector enterprise, and the revitalization of historic cities. Each year, the Network helps improve the quality of life for tens of millions of people in over 30 countries. AKDN agencies conduct their programs without regard to faith, origin, or gender.

POSITION SUMMARY

AKF USA's Resource Development and Planned and Legacy department invites an energetic individual with a passion for fundraising, and collaborating with volunteers as a Sr. Officer, Resource Development (Point-Of-Sale) and Business Partnerships. This position will be responsible for the ownership, strategy, and approach of the Point-Of-Sale (POS) initiative across the US, as well as raising sponsorships in support AKF USA's operations from US based businesses.

The POS initiative is designed for local businesses who solicit support for AKF through targeted appeals from their customers. This solicitation, typically



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undertaken at check-out, is driven by a personal ask by a company's representative, often a cashier or a sales agent. Businesses include restaurants, retail outlets, convenient stores, service stations, hotels and other hospitality entities, health care service providers, automotive stores, home and office suppliers and services etc.

The sponsorships initiative is designed for businesses and corporations who wish to be recognized during virtual or in-person events hosted by AKF USA with a view to create brand awareness among AKF USA donors and supporters. Sponsors give contributions to AKF USA, which are non-philanthropic, and in turn receive tangible recognition. The Sr. officer will ensure that recognition commitments are fulfilled, and the sponsors are stewarded appropriately.

The Sr. Officer will collaborate closely with the local regional volunteers to implement POS and sponsorship campaigns in their regions and coordinate any internal office processes for the campaigns with AKF USA's central office in Washington DC. He/she will also be responsible for maintaining a fiduciary relationship with business owners, alongside the local regional volunteers.

In a highly collaborative work environment, the Director and other members of the Resource Development and Planned and Legacy Giving teams as well as members of the Strategic Communications and Donor Services Departments will support the success of this position.

PRIMARY DUTIES AND RESPONSIBILITIES

- Serve as primary point of contact for AKF USA on operational matters concerning POS and sponsorship campaigns during virtual and in-person and awareness events across the country.
- Initiate and follow up communications with businesses, with a view to forge business relationships and POS and/or sponsorship partnerships.
- Undertake negotiations with the appropriate parties and in consultation with the Director, reach agreements on the POS or sponsorship partnership, ensuring that AKF USA policies, standards and reputation are respected.
- Ensure proper documentation such as agreements, pledges, and recognition materials are received and ratified between AKF USA and businesses and companies.
- Ensure that all local, state, and federal regulations are fully adhered to and respected by POS and sponsorship partners.
- Work closely with the Resource Development team to ensure that the timing of POS and sponsorship campaigns fully align with annual fundraising campaigns.
- Establish annual and quarterly targets for the POS and sponsorship efforts and ensure that all pledges made are fulfilled in a timely manner.



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- Create business and operating plans to set objectives and financial targets by quarter and annually, and report against them accordingly.
- Work closely with regional volunteers, and in particular Regional Chairs and Vice Chairs and POS and Sponsorships Leads, in identifying and building contacts with businesses and companies in their respective regions.
- In collaboration with AKF USA donors, who are willing to introduce businesses and companies, reach out to the principals of these organizations, with a view to develop partnerships for POS and sponsorships.
- Work closely with trade associations and alliances, including national, and regional associations and alliances across the country, who could facilitate contacts with their members for POS and sponsorship campaigns.
- In collaboration with Strategic Communications and approved contractors, create marketing materials, including videos, store front posters, counter cards, QR cards and other promotional materials to promote the POS campaigns in each store.
- In collaboration with Strategic Communications, provide sponsors with appropriate recognition during virtual or in-person events including highlighting their logos, products and marketing messages, banners, product desks, podium speaking opportunities etc.
- Work with Strategic Communications to ensure all POS and sponsorship materials are AKF USA brand compliant.
- Remain current on best-in-class market practices on POS and sponsorships, including collateral material, benefits and research other organizational approaches towards marketing and business development opportunities.
- Ensure policies and procedures regarding POS and sponsorship campaigns are well understood by all volunteers and are followed.
- Manage the proper completion of all POS and sponsorship campaign and reporting documentation (proposals, agreements, contracts, payments, and fulfilment reports).
- Monitor and approve or investigate POS and sponsorship campaign and event expenditure requests.
- Identify and mitigate risks arising in connection with POS and sponsorship campaigns.
- Work with Donor Services to ensure creation of proper fund codes, accuracy of POS and sponsor data capture and tracking of campaign results.



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- Work with other consultants and vendors, as needed, to ensure POS and sponsorship campaign needs are met.
- Create and manage content for all online transaction needs for all POS and sponsorship opportunities.
- Manage the process and ordering of any national merchandise for POS and sponsor recognition and stewardship activities.

REQUIRED QUALIFICATIONS

- Experience in working within retail and/or corporate business environments, especially in sales, marketing and/or communications
- Experience with non-profit organizations involved in fundraising campaigns, establishing relationships with businesses and event project management and volunteer engagement.
- Experience with online fundraising or sponsorship platforms and e-mail marketing technologies.
- Ability to create innovative opportunities for business marketing and sales.
- Excellent written and verbal communications skills in English.
- Customer service oriented.
- Proficiency in MS Office suite, particularly Excel, Word, and PowerPoint.
- Outstanding people skills; adept at cross-cultural communication in a global environment, and comfort in working in culturally diverse environments.
- Candidates must be currently eligible for employment in the United States.
- Willingness to travel in the U.S. to meet businesses, attend events and volunteer meetings.

COMPENSATION PACKAGE

- Salary range: \$80 - \$85K , based on experience and qualifications.
- Medical, dental and vision plans with 100% of the cost of the premiums for employee only covered by AKF.
- Life, AD&D, STD and LTD insurance sponsored 100% by AKF.
- Section 125 Plans / FSA.
- 401(k) with generous 8% employer contribution after one year of service.
- 15 paid vacation days plus 12 paid sick days per year.
- Up to 12 weeks of paid parental leave.
- And more...



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APPLICATIONS

Interested applicants, please submit a resume and cover letter together with the names and contact details of three professional references to: humanresources.akfusa@akdn.org subject line: **Sr. Officer, RD and Business Partnerships**

Deadline for application: **April 22nd 2022**

AKF USA is committed to advancing gender equality and inclusion through our programming and operations in the USA and overseas. AKF USA employees requires all employees to review and abide by the AKF Gender Equality Policy.

AKF USA recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates, and the organization as a whole are kept safe from harm. AKF USA requires all employees to review and abide by the AKF Safeguarding Policy.