

Rockwood Leadership Institute

Senior Partnerships Manager—Sales Representative for Private Programs

WHO WE ARE

Rockwood supports leaders to transform themselves, their communities, and the world towards equity, liberation, and sustainability for all. We do this by providing powerful and effective training to individual leaders and cohorts, thereby strengthening the organizations and movements they represent. Since 2000, we have trained over 9,000 alum—of which 63% are people of color, 77% are women or non-binary, and 29% LGBTQ-identified. For more about our evolution and impact, please [visit this link](#).

Rockwood’s commitment to values influences every aspect of our organization—what we do and how we do it. Our core values include:

- Trust and integrity
- Love, laughter, and holding each other in community
- Transformation
- Healing, sustainability, and self-care
- Equity

WHAT YOU’LL DO

The Senior Partnerships Manager is the primary liaison to external partners and funders who want to bring Rockwood’s transformative leadership training to a diverse array of movement leaders. You’ll work with partners (and potential partners) in a manner that shows they are valued and leaves them being even bigger fans of Rockwood after they come into contact with you. You drive the sales cycle for “Private Programs” to generate impact and income for Rockwood by closing deals for new programs, and then transferring the details of each contract/grant to the Program team for implementation.

Supervised by the Director of Strategic Initiatives, the Senior Partnerships Manager is a critical member of the Resource team, which practices values-based fundraising integrated with Rockwood core values. We focus on relationships combined with high quality standards. Recognizing that being responsive to the needs of our partners is critical to our success, we move at a fast pace and place a high value on timely responsiveness and thorough tracking of details and deadlines.

Private Programs represent the vast majority of Rockwood’s work and income. Programs range from 2-hour workshops to multi-session yearlong trainings, tailored to specific sectors, geographies, or identities. Rockwood partners with foundations, networks, or single organizational clients to fund these programs. “Sales” of these programs come through in the form of grants or contracts. Your role is to drive all aspects of the sales cycles internally and externally for Private Programs.

LEAD THE PRIVATE PROGRAMS SALES CYCLE TO GENERATE INCOME AND IMPACT FOR ROCKWOOD

Own and implement all aspects of the Private Programs contract/grant cycle from inquiry to signing contract/grant, program transfer to Program Manager, evaluation, and renewal. This work is done in close collaboration with other Resource team members, the Associate Director of Private Programs, Program Managers, and the Finance/Ops team.

- Be knowledgeable about Rockwood program offerings.
- Build a prospecting strategy: identify prospective partners, reply to inquiries, conduct partner inquiry calls, re-engage with lapsed leads, cultivate renewal opportunities, and manage through the sales cycle.

- Discover partners' needs, and tailor sales pitches of Rockwood programs to address those needs.
- Negotiate prices and terms aligned with Rockwood pricing, work with all parties to finalize contracts/grants.
- In partnership with Program Manager and Grants Manager, analyze quantitative and qualitative training results to ensure Rockwood programs are meeting community needs, improving, or pivoting to be more relevant as needed, and periodically support grant writing and reporting on learnings.
- Make it easy for potential partners to know what we offer and how to engage with us. Lead on compelling funder/partner facing collateral materials and documents to mobilize resources for Rockwood, partner with Communications and Resource team to produce: pitch decks, concept papers, bid sheets, menu of services, website updates.

INTERNAL AND EXTERNAL RELATIONSHIP STEWARDING

Steward relationships so that partners/funders feel confident about their investment and our partnership, and the internal Rockwood team feels clear and aligned about the work.

- Represent Rockwood as a primary liaison for Private Programs.
- Maintain and grow relationships in a way that external partners/funders find working with Rockwood to be a delight and would recommend Rockwood to their peers.
- Lead program transfer/handoff to Program implementation team and ensure Rockwood integrity to fulfilling our commitments.
- Intervene with partner/funder for any major changes or conflict/issues that arise.
- Collaborate cross-functionally with Resource, Program, Finance/Ops, and Leadership teams to manage ongoing communications, partner satisfaction, reporting, and generate opportunities for renewals.
- Track all engagement information in Salesforce, Asana, Box, and across Rockwood systems.

CONTRIBUTE TO RESOURCE TEAM GOALS & SYSTEMS TO MEET ROCKWOOD ANNUAL BUDGET

- Participate in Resource team functions as needed, in a changing and flexible team environment in order to meet yearly revenue goal as described in Organizational Revenue goal; for example at the end of 2022, we will have successfully secured \$7,075,000 in income.
- Contribute to individual donor engagement strategy including implementing donor campaigns; cultivating and stewarding individual donor communications/relationships; maintaining/tracking individual donor records in Salesforce; building/improving internal infrastructure.
- Write and edit concept papers, proposals, and reports as necessary.

WHO YOU ARE

We're looking for someone with a level of fundraising or sales experience who knows how to lead a client to close a deal. You would be able to hit the ground running representing Rockwood and closing deals for Private Programs. We're not tied to a specific number of years working in a particular type of organization, only that you come with a proven track record of being able to make sales, raise funds, land agreements, and steward successful long-term relationships.

To be successful in the role, you will bring the following qualifications:

- **Persuasive communication:** You successfully pitch Rockwood offerings to potential partners. You are client-focused while centering the needs of movement leaders. You have an ability to translate the interests of potential partners into compelling and concise proposals that align with Rockwood offerings and pricing. You're at ease with people and in conversation, and practice deep listening underneath or between the lines for what's not being said, to draw out core concerns of what someone is expressing. You are able to quickly build a connection with prospective partners and colleagues across the organization in a way that has them leaving each interaction feeling as though their questions/concerns were well addressed.
- **Ability to negotiate costs and talk about money:** You clearly communicate true costs, solidarity pricing, and secure sustainable rates for Rockwood programs. You are comfortable with your own relationship to money. You

have an ability to navigate power dynamics, particularly those related to access to wealth, with steadiness and boundaries, and resolve issues in a way that all parties feel heard and aligned.

- **Integrity to commitments, high responsiveness:** You maintain systems for keeping relationships and tasks from slipping through the cracks. You're able to juggle competing demands and practice radical prioritization without sacrificing quality. You get back to people in a timely manner and take pride in providing clear, helpful information. You send thorough follow-up notes after meetings. You track deadlines, know the program agreements and budgets inside and out, and ensure integrity to our commitments across the internal Rockwood team and external partners/funders.
- **Exceptional writing and impeccable editing skills:** You translate Rockwood's vision and impact to diverse audiences, including leaders on the ground, staff members, executive teams, donors, and foundations. You are known for excellent writing and copy-editing, you welcome feedback and corrections in your writing, and work collaboratively to improve your writing as well as learn how to write in Rockwood voice.
- **Flexibility, teamwork, and openness to feedback:** Our team members each have clear roles AND we collaborate and overlap. We roll up our sleeves to get the work done with and for the team. You practice courageous self-reflection, invite and are shaped by feedback. You practice self-awareness by actively taking time to reflect on actions, impact, and the way you are using power. You possess emotional intelligence around the impact of your own identities—and those of others—in any situation, decision, or process and proactively address ways to advance race equity.
- **Wellness/Wholeness:** Rockwood's fundraising work moves at a fast pace. You have a track record of implementing practices to support your well-being.

We know that candidates will be stronger in some areas of this role more than others. Please don't let that stop you from applying!

TO APPLY

Please submit a cover letter with a description of your experience as it relates to the above and resume to jobs@rockwoodleadership.org. We are accepting applications on a rolling basis, and this position will remain open until filled.

The full-time, exempt salary for this position is \$85,000. Rockwood offers a 32-hour full-time Monday - Thursday work week with occasional work on Fridays as needed, and a competitive benefits package. This is a remote position based in the United States. Annual travel to the Bay Area required. Occasional travel within the continental US required (approximately 5% - 10% per year).

Rockwood Leadership Institute is an equal opportunity employer and makes employment decisions on the basis of merit. In accordance with applicable law, Rockwood prohibits discrimination based on race, color, religion, creed, sex, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition, veteran status, sexual orientation, gender identity, citizenship status or any other consideration protected by federal, state, or local laws.

Black, Indigenous, people of color, trans, GNC, non-binary and people of all gender identities, people with disabilities, and LGBTQIA+ candidates are strongly encouraged to apply.

Finally, thank you for taking the time to read and apply. We're looking forward to getting to know you!

