

FRESHWATER

2550 University Ave Suite 212N | St. Paul, MN 55114 | 651.313.5800 | freshwater.org

We are on a mission to inspire and empower people to value and preserve water – join us!

Brand Partnership Manager

Condition: Contract position, up to 20 hours per week (weekdays)

Location: Remote with option to work from Freshwater office in Saint Paul, MN

Start Date: September 2024

End Date: February 2025, with the possibility for contract extension

Compensation: \$55-65 per hour, depending on experience

Position Description

Freshwater Society is a nonprofit organization that works to inspire and empower people to value and preserve water. We are seeking an energetic individual to support a cause-marketing campaign for [Greater Lakes Promise](#), an innovative approach to land conservation and water quality improvement in the Great Lakes region.

The Brand Partnership Manager will communicate with prospective brand and business partners for Greater Lakes Promise and work with the project team to secure partnerships for co-branded products, retail promotions and event sponsorships. This position will report to the Public Affairs Director and the Research and Policy Director and be a remote position.

This position is for a 6-month contract with the possibility for contract extension or a long-term position after February 2025. This role is primarily grant-funded through 2026.

Project Description – Greater Lakes Promise

In an innovative project propelled by the Great Lakes Protection Fund, Freshwater is teaming up with several land trusts on a regional approach to improving water quality in the Great Lakes. A primary goal is to restore select cropland to perennial vegetation, which reduces runoff and erosion while trapping carbon in the soil.

Using state-of-the-art watershed modeling paired with local insights, our team selects high priority lands for conservation. These lands are then permanently protected with funding generated by individuals and businesses who live and work in the region. **The Brand Partnership Manager will develop business partnerships to help fund this work.**

Position responsibilities

- Assemble and maintain prospect list of potential business partners, building on a preliminary list already generated. These will include national brands, local and regional retailers, food service providers and restaurants, and other businesses with ties to clean water, outdoor recreation and the Great Lakes.
 - Within these organizations, the title of the decision-maker will vary. It may be the owner or CEO of a small business – or a corporate leader in marketing, brand management, consumer promotions or a charitable foundation.

- Develop and execute an outreach strategy that includes email, phone and LinkedIn with the goal of meeting with appropriate decision makers. In most cases, you will conduct an introductory meeting and then bring in senior Freshwater personnel for follow-up conversations.
- Meetings and meeting prep: Once a prospective brand partner has agreed to meet, coordinate meeting logistics and participate in meeting preparation including research into corporate environmental, social and governance (ESG) goals.
- Manage ongoing relationships with new partners, including coordination with the Freshwater team.

Necessary skills or experiences

- Experience with brand marketing, corporate giving or nonprofit development.
- Applied understanding of fundraising principles and partnership development.
- Strong prospect-identification and organizational skills.
- Excellent writing, editing and proofreading ability.
- Strong interpersonal, verbal communication and presentation skills.
- Database and spreadsheet proficiency.
- Working knowledge of Microsoft Office (Excel, Word, Outlook).

Preferred skills and qualifications

- Bachelor's degree preferred.
- Proven track record of meeting fundraising or sales goals or securing major gifts.
- Familiarity with water quality challenges and land conservation.
- Experience working with the Great Lakes regional business community.

Applications will be reviewed on a rolling basis. This position will remain open until filled.

Please send a letter of interest and resume to cobrien@freshwater.org.