Title: Corporate Sponsorship & Partnerships Program Officer
Supervisor: Director of Development
Location: Los Angeles, CA (temporarily remote)
Job status: Full Time/Non Exempt
Compensation: Commensurate with experience $27.40/hour-33/hour.

This position is included in a union-represented collective bargaining unit, and specific terms and conditions of employment are subject to collective bargaining with the union.

Job Location: Currently remote but will be based in Los Angeles, CA
Deadline: Interviews will be conducted on a rolling basis.

About The IDA

Founded in 1982, the International Documentary Association (IDA) is a nonprofit 501(c)(3) organization that supports the vital work of documentary storytellers and champions a thriving and inclusive documentary culture. Through its programs, the IDA provides resources, creates community, and defends the rights and freedoms of documentary artists, activists and journalists. In service of our mission, IDA provides production and development grants directly to documentary filmmakers and helps them fundraise for their project through our Fiscal Sponsorship Program.

IDA is dedicated to the vision of a world where documentary creators flourish. Through our work, we connect audiences with the best of the form, provide resources, create community, and defend the rights and freedoms of documentary artists, activists and journalists around the globe. We do this work because we believe that documentaries enrich and deepen our culture, fostering a more informed and connected world.

To learn more about the IDA’s work and impact, please visit us at https://www.documentary.org/about-us

About the Opportunity/Job Summary:

Reporting to the Director of Development, the Sponsors & Partners Program Officer will oversee IDA’s earned revenue streams from paid sponsorship and advertising, driving the sales process from pitch to invoice. The Sponsors & Partners Program Officer will manage the maintenance of existing sponsorship/advertising relationships, the development of new prospects, the creation of sponsorship/ad packages and accompanying decks, and pitching. Sponsorship opportunities include film screenings, panel discussions, conferences, and awards programs. Advertising opportunities include the IDA’s Documentary Magazine (both online and print), email blasts, and website. They will collaborate with the rest of the development team to execute fundraising strategies and events to expand IDA’s earned revenue potential. The Sponsors & Partners Program Officer will also work with IDA’s senior management teams to understand programs and initiatives needing support and devise opportunities for earned revenue that will support these programs and initiatives.
Responsibilities Include but are not limited:

- Lead the assessment, valuation and packaging of IDA’s potential sponsorship and advertising assets in keeping with brand identity
- Identify categories of likely sponsors and lists of specific prospects within those categories, as well as promotional and event agencies that represent prospective sponsors
- Develop and implement sponsorship/ad sales strategy and goals in collaboration with the Development Director and other senior management
- Determine the most effective and efficient ways to reach the prospects and to make potential prospects aware of IDA’s sponsorship opportunities
- Develop and cultivate a pipeline of prospects, managing the process from developing presentations, proposals, and decks to initial and follow-up meetings, to negotiating and closing agreements.
- Proactively identify potential corporate partners. Engage and schedule meetings to discuss sponsorship opportunities with businesses and communicate results and decisions to the Director of Development
- Work with IDA Events Producer, Documentary Magazine staff, Director of Development, and other staff as needed to deliver agreements and invoices. Deliver and execute insertion orders to clients in a timely manner. Place and track paid and sponsored advertising for print, digital, and website
- Coordinating with other departments, assure that sponsors are provided with the packages of benefits they are promised
- Maintain continuing rapport and relationships with prospects and sponsors, keeping them aware of new opportunities and obtaining feedback
- Coordinate sponsor/advertiser invoicing and tracking of program components. Assess tracking mechanisms, monitor the impact of programs and optimize as necessary. Create and deliver invoices in a timely manner, including for Sponsor and Board tickets for the Awards show
- Where appropriate, work with the Development Director to strategize on corporate sponsorship trends, especially in connection with nonprofit organizations and identify opportunities to incorporate these trends where appropriate
- Support IDA related events including promotion, logistics with event site staff, etc.
- Work with Membership and Individual Giving staff to develop and evaluate comprehensive annual giving plans, beginning with the 40th Anniversary Campaign during calendar year 2022, including strategies for effective donor identification, cultivation, solicitation, and stewardship
- Work with in-house staff and external design vendor to create printed materials, e-communications, social media, and other assets
- Assist stewardship efforts with board members, donors, and event participants.
Serve as main contact for publicists, agencies, and advertisers interested in advertising related to the Documentary Awards.

Create and deliver advertising reports to Director of Development and to clients as needed.

Monitor and track advertising sales in relation to budget goals.

Actively support activities by attending meetings and providing information and resources as needed.

Attend all fundraising efforts as well as appropriate programming events, which may include nights and weekends.

Preferred Qualifications/Competencies

- Bachelor’s Degree
- 3+ years of experience in sales and/or nonprofit fundraising
- Strong oral and written communications skills
- Charismatic and personable when working with stakeholders
- Excellent critical thinking skills
- Able to work evenings and weekends for special events and meetings as needed
- In-depth experience with CRM software
- Passion for the documentary field

How to Apply

Please fill out this form, upload a letter of interest and a resume or CV. (if you are requesting supplemental materials describe that here and note if they are optional or required)

Successful candidates must be legally eligible to work in the United States of America. IDA does not currently sponsor visas to work in the United States.

If hired, we require all employees to be fully vaccinated against COVID-19, unless a medical or religious accommodation is needed, as determined on a case-by-case basis.

To request accommodations for completing this employment application please contact access@documentary.org or call 818-618-9819.

The International Documentary Association is an Equal Opportunity employer. We are committed to diversity and inclusion in all aspects of our work, and to building an equitable and just organization that, at every level, reflects the diversity and vibrancy of the community we serve and our society as a whole. We provide equal employment opportunities to all employees and applicants for employment without regard to sex, race, color, age, national origin, religion, disability, genetic information, marital status, sexual orientation, gender, gender identity or expression, pregnancy or maternity, veteran status, or any other status protected by applicable national, federal, state or local law.