



Partnerships Director

Fall 2026

Position: Partnerships Director

Status: Full-Time

Location: Washington, DC or remote (US-based)

Start date: December 1, 2026 or on rolling basis depending on the interview process

Reports to: Chief of Staff

Org Description: The National Fund for Women (NFW) is seeking a Partnerships Director to help build and scale partnerships for the organization during a pivotal phase of national expansion. Inspired by the AARP model, the National Fund for Women (NFW) is a membership-supported organization that provides both everyday support to American women while building infrastructure to champion their interests for decades to come. In the short-term, we're building a space to celebrate, listen, and uplift American women through microgrants, coupons, perks, resources and more. In the long-term and with scale, the NFW will grow to directly support tens of millions of American women and generate billions of dollars to support gender advocacy work.

Position Summary: NFW is seeking a Partnerships Director to build, own, and scale our partnership function from end to end. This is a senior role with a builder's mandate. You'll own the strategy, but you'll also execute it. One day you may be pitching a Fortune 500 CMO on a national activation; the next, you'll be tracking down the right contact at a consumer brand, sending cold outreach, analyzing redemption data, or preparing a partner impact report. We're looking for someone who can open doors at the highest levels and isn't above knocking on them themselves. You should bring an existing network across brands, agencies, corporate leadership, philanthropy, media, sports, and/or culture—but your existing network can't be your only playbook. You need to be equally comfortable turning a cold prospect into a warm conversation through persistence, research, creativity, and relentless follow-through. This person will be NFW's partnership engine: strategy, prospecting, pitching, closing, activation, measurement, stewardship, and renewal.

Key Responsibilities include but are not limited to:

Partnership Strategy & Growth

- Own and continuously evolve NFW's organization-wide partnership strategy, identifying where partnerships can create the greatest value for members and advance NFW's growth

- Maintain a constant view across NFW's programs, campaigns, marketing calendar, fundraising priorities, and emerging opportunities to identify where partnerships can unlock value
- Build a diversified partnership portfolio spanning Fortune 500 companies, consumer brands, services, entertainment, sports, media, and other aligned organizations
- Set annual and quarterly partnership goals, pipeline targets, category priorities, and revenue/value targets—and own performance against them

Business Development & Pipeline

- Build and maintain a robust, always-on pipeline of prospective partners, leveraging both an established senior-level network and significant outbound prospecting
- Build relationships with CMOs, C-suite executives, brand leaders, CSR and social impact teams, agencies, founders, and other relevant decision-makers
- Use cold outreach, referrals, events, agencies, and creative prospecting to continually open new doors beyond your existing network
- Maintain rigorous CRM and pipeline management, ensuring new prospects are continually entering the funnel and qualified opportunities are progressing toward close

Pitching, Negotiation & Closing

- Lead partnership opportunities from first conversation through signed agreement, confidently pitching NFW to CMOs, C-suite executives, and other senior decision-makers
- Develop compelling business cases, proposals, partnership packages, sponsorships, and activations that connect partner objectives with NFW's audience, programs, reach, and mission
- Negotiate financial commitments, donated inventory, member benefits, marketing support, activation terms, and renewals in coordination with NFW leadership and relevant team members

Partnership Portfolio

Own partnership development across NFW's full ecosystem, including:

- *Zero Dollar Store*: Secure donated products and experiences, with an emphasis on repeat and scaled inventory relationships
- *Member Perks*: Build exclusive discounts, benefits, services, and offers that create meaningful everyday value for members
- *Program Sponsorships*: Secure corporate funding for microgrants, seasonal initiatives, special activations, and other NFW programming
- *Tentpole & Cultural Partnerships*: Develop larger integrated opportunities around key moments in NFW's calendar and the broader cultural conversation
- *Strategic Opportunities*: Identify new partnership categories, collaborations, experiences, and platforms that expand NFW's value and reach

Partnership Management, Measurement & Renewal

- Own partnerships through the full lifecycle, from signed agreement through activation, reporting, stewardship, and renewal

- Develop activation plans, timelines, deliverables, KPIs, and success metrics in collaboration with Programs, Marketing, Operations, and leadership
- Serve as the primary partner relationship owner and ensure NFW consistently delivers an excellent partner experience
- Analyze performance across member engagement, product claims/redemptions, email, social, web, campaign performance, and other relevant indicators, translating results into compelling partner impact reports
- Use performance data and partner relationships to deepen successful collaborations into recurring, expanded, and multi-year partnerships

Who You Are — Commitment + Attributes

You may be a fit for this role if you are both a strategic partnership leader and a highly execution-oriented business developer who thrives in fast-moving, mission-driven environments. Ideal candidates will bring:

- 7–10+ years of experience in partnerships, business development, sponsorships, integrated marketing, corporate development, or related fields, with a track record of closing partnerships with major brands and national companies
- An established network across Fortune 500 companies, consumer brands, agencies, media, entertainment, sports, philanthropy, and/or adjacent sectors—and the ability to continually build beyond it
- Confidence and executive presence engaging CMOs, founders, C-suite executives, and senior brand and social impact leaders
- A demonstrated ability to build, pitch, negotiate, close, activate, measure, and grow partnerships end to end
- A true builder and hunter mentality—energized by prospecting, cold outreach, creative door-opening, persistent follow-up, and turning unknown contacts into meaningful relationships
- Strong instincts for identifying the intersection between what a partner needs and what NFW can uniquely offer
- Strong negotiation, storytelling, presentation, and relationship-management skills
- Analytical fluency, including experience establishing KPIs, analyzing partnership performance, and developing compelling partner reporting
- Strong organizational and pipeline-management discipline, with the ability to manage multiple prospects, activations, stakeholders, and timelines simultaneously
- Comfort operating as a department of one—setting the strategy, building the systems, doing the outreach, running the meetings, closing the deal, and owning the follow-through
- A creative, resourceful, roll-up-your-sleeves mindset, with strong judgment, maturity, adaptability, warmth, persistence, and good humor
- A deep commitment to women’s economic empowerment, equity, dignity, and the mission of the National Fund for Women

Bonus experience includes: Membership or community-based organizations; corporate social impact; sponsorship sales; consumer brands; entertainment or sports partnerships; cause marketing; member benefits; in-kind/product partnerships; partnership analytics and measurement; or building a partnership function from the ground up.

Perks of working for the National Fund for Women:

- Competitive salary commensurate with experience — The salary range for this position is \$90,000–\$120,000
- Comprehensive health, dental, and vision benefits
- A 401(k) with a 3% match
- Generous and flexible PTO, 11 paid holidays, and a flexible work-from-home policy (ie. hybrid work flexibility)

To Apply: Send your resume and a brief cover letter to michelle@nationalfundforwomen.org with ‘Partnerships Director’ as the subject line.

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The National Fund for Women is an equal employment opportunity employer and does not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, disability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law. The National Fund for Women hires and promotes individuals on the basis of their qualifications for the job to be filled. We strongly encourage diverse applicants to apply.