

JOB DESCRIPTION

Vice President of Development

General Summary

The main objective of the VP of Development is to drive revenue growth through sponsorship. The position is responsible for the identification of, solicitation of, negotiations with, and closing of all high-level, strategic sponsorship targets. The VP of Development is responsible for creating and executing a Sponsorship Strategy that identifies and pursues sponsorship candidate organizations, packages association assets for presentation to those organizations, and fulfills sponsorship agreements in support of the association's mission. This individual will be responsible for all operational issues and participate in the improvement of policy and priority decisions relating to sales and development. The VP of Development will also provide leadership to the *Relationship Management and Support Team*.

Duties and Responsibilities

Key responsibilities include the following:

- The creation of a Strategic Sponsorship Plan that achieves the annual financial targets of the Association and supports the Association's mission.
 - Create target categories of corporate sponsorship.
 - Create sponsorship product and appropriate benefits.
 - Organize and package Association assets to sponsors, in support of Association mission.
 - Manage any external sponsorship agencies.
- Active execution of Strategic Sponsorship Plan
 - Identify and pursue qualified sponsorship candidates.
 - Generate sales meetings.
 - Travel to secure new sponsors and renew existing partnerships, as appropriate.
 - Present sponsorship packages to candidates.
 - Execute sponsorship program deliverables (promotions, programs) and service sponsor relationship (e.g. tickets, access, tours).
- Assume responsibility for measuring the effectiveness of Sponsorship program.
 - Monitor P/L for department.
 - Measure effectiveness of Sponsorship Strategy and Tactics and adjust, as appropriate.
 - Ensure that Sponsor programs support mission.
- Identify opportunities for NMBBAA to meet the specific needs of corporate partners. Propose programs, solutions, services and other offerings for development that support and/or enhance NMBBAA's efforts to establish and build relationships with business entities. Identify opportunities and approaches for bundling NMBBAA offerings for adoption by corporations.
- Ensure detailed knowledge and understanding of NMBBAA's Strategic Plan; key initiatives; and overall business to communicate applicable information about the organization effectively.

Business Development

- Need to be superior at prospecting, asking questions, developing a referral network, building relationships and uncovering meaningful needs of potential partners.
- You also need to be exceptional at writing and delivering stellar presentations.
- Your focus and responsibility will be to bring in the right kind of new business to the association. This means finding corporate partners who give us access to all decision-makers and appreciate the value our association brings to the table.
- Expand current accounts, facilitating client meetings and serve as a value proposition expert.
- Prepare weekly reports and updates to management.

Sales Operations

- Lead the proper management and compliance of key administrative functions to include but not limited to: Monthly and annual forecasts, quarterly and annual objectives, accurate and complete blue sheets, accurate and complete solution/service orders, accurate and timely S&OP reports.
- Lead the proper management and compliance of all sales related contracts. These agreements should be developed and administered to be consistent with NMBBAA revenue and profit objectives.
- The VP of Development will provide the tools necessary to monitor sales performance for both the team and our partners.
- Working with the Senior Management Team, set and communicate quarterly and annual sales objectives that coincide with NMBBAA's objectives. These objectives should be communicated both internally and externally to ensure consistency and complete communication throughout the organization.
- As a key member of the Development Team, the VP of Development shall serve as a liaison both internally and externally aligning the needs of all individuals necessary to meet quarterly and annual goals.
- Working with the Development Team and the Director of Marketing, set the agenda for but not limited to: weekly management conference calls, national sales meetings, service training meetings, etc. The VP of Development shall also coordinate all the necessary resources for the successful completion of meetings and facilitate ongoing, timely communication between the team and headquarters.
- Working with Training, IT, HR, etc., the VP of Development shall coordinate and execute a continuous training curriculum necessary for the account team to be successful. This curriculum should include both new hire and continuous training.
- The VP of Development shall serve as the voice of the Relationship & Support Team in meetings.
- Working closely with Marketing, ensures the timely and complete development and delivery of sales materials.
- Play a key role in the development and delivery of RFPs. Working with program management and account managers, is responsible for the completion of pricing for RFP documents. Responsible for national score-carding and progress reports.
- Manage and coordinate Event functions to include corporate and partner appointments.

Relationship Management

- The VP of Development is responsible for providing leadership and direction to the relationship managers. Includes recruitment/selection, training and development, goal setting and performance assessment, reward and recognition, coaching and career development.
- Working with the Executive management team, provides the training necessary for the Relationship Managers to be successful in the pre-sales activities.
 - Leads the development of a consistent and continuous training program for the account managers ensuring they are a strategic team within the organization.
- Coordinate a process whereby the Relationship Managers can be integrated into our strategic planning process, providing competitive intelligence to internal functions on a frequent and consistent basis.
- Ensure consistent objectives are set throughout the Development Team to guarantee consistency to the job description as well as consistency in the marketplace.
- Represent the National Black MBA Association in a positive, professional and enthusiastic manner when working with both external and internal clients.
- Support and adhere to NBMBA's core values.
- Perform other duties or responsibilities as assigned or required.

Qualifications --Education, Experience, Knowledge, Skills & Abilities Required

Demonstrated ability to develop account strategies and drive processes; Strong relationship-management and teamwork skills; High energy and high-level business development leadership skills; Strong sales management knowledge and/or experience; Expertise in relationship building that increases account penetration and leads to increased revenue opportunities with existing clients.

- Bachelor's Degree in Business or related field and a minimum 10 years successful relationship building and fund development experience or an equivalent combination of education and experience.
- Previous sales experience in sponsorships, promotions, marketing, advertising or public relations field. Formalized sales training, technical support, corporate industry relations experience and networking highly desirable.
- Proven leadership skills.
- Strong PC and software skills including Strong skills in Microsoft Word, PowerPoint, Outlook and Excel are also a must. CRM a plus.
- Strong interpersonal skills and persuasiveness.
- Effective communication and presentation skills
- Strong analytical and financial modeling skills (including ROI, P&L impact)
- Ability to travel up to 50%.
- Ability to solve problems and exercise independent judgment.