



## **Broward 2-1-1 - Business Development Manager**

### POSITION OBJECTIVE

The Business Development Manager is responsible for achieving financial growth by developing new business opportunities, new markets, new partnerships, and enhanced service offerings for existing clients. This position works closely with the executive team and plays a critical role in helping to define and achieve the organization's long term financial goals and to cultivate and retain business relationships. This position plays a pivotal role in the growth and diversification of revenue and reports directly to the President/CEO.

### ESSENTIAL FUNCTIONS

#### Knowledge Base

- Develop a thorough understanding of 211's strengths, capabilities, and service offerings.
- Acquire and maintain a thorough knowledge of the contact center industry, current market trends and conditions, needs of related businesses, and solutions/services that 211 can offer.
- Research and identify partnerships and replicable business ventures which have been successfully launched by other 211 organizations.

#### Business Development

- Develop the pipeline of new business coming into the company.
- Identify business opportunities and generate interest from potential new clients, including government entities, related businesses, and existing partners.
- Promote and solicit customers for 211 training services in accordance with existing business plan.
- Identify the potential market for 211 data and EAP/HR (Employee Assistance/Human Resource) support.
- Identify opportunities for campaigns and services that will lead to increased business opportunities.
- Plan and use persuasive, customized approaches to convey the benefits and advantages of doing business with 211.
- Meet potential clients by growing, maintaining, and leveraging one's network
- Identify the decision makers within the client organization; set up meetings between client decision makers and 211 leaders as appropriate.
- Use a variety of styles to effectively negotiate solutions and terms, emphasizing agreements and working through differences to a positive conclusion.
- Research and participate in pricing the solution/service.

### Customer Relations/Customer Retention

- Build and nurture key customer relationships; Develop a rapport with new clients.
- Present new products, solutions, and services that will enhance existing relationships, meet current needs, or predict future needs.
- Provide support to existing business partners, continually solidifying the relationships and ensuring they remain satisfied.
- Arrange and participate in internal and external client debriefs to ensure 211 responsiveness to client needs and continuous quality improvement.

### Executive Team Engagement and Participation

- Work closely with the executive team to identify opportunities, develop appropriate marketing strategies, and maximize revenue and partnerships with new and existing clients.
- Present to and consult with management on business trends with a view to developing new services, products, and markets.
- Work with colleagues to develop proposals that speak to the clients' needs, concerns, and objectives.
- Provide information to the Chief Operations Officer and CEO to plan, prepare for, coordinate 211/customer timelines, and ensure the successful launch of new business ventures.
- Enlist the support and assistance of technical staff and the executive team to strategize ways to best meet customer needs.
- Work closely with the CEO and targeted Board members to identify potential new customers and markets and to achieve the business development goals of the Board Action Plan.

### Accountability

- Meet weekly with the CEO to provide progress reports.
- Track and record client activity and accurately enter data
- Submit a monthly written progress report, to include progress toward and achievement of target goals

## QUALIFICATIONS

### Education & Experience

Bachelor's degree in business, marketing, or related field AND a minimum of 3 years demonstrated success in business/project development, marketing, sales, or related work. An equivalent combination of education and experience may be substituted for a degree. Experience in business-to-business sales/relationships at the corporate level is preferred.

### Competencies

This role requires personal drive, determination, perseverance, and business strategy expertise. Important personal attributes and skills include the following:

- Superior presentation and communication skills, both written and verbal
- Able to prepare documents in a professional style
- Track record of success in building business relationships and closing deals

- Proficient in time management and personal organization, with emphasis on priorities and goal setting
- Confident, customer focused, warm and genuine in approach
- Strategic thinker, creative, problem solver, able to grasp “big picture”
- Possesses the technical skills needed to understand and propose products or solutions by focusing on client requirements
- Ability to communicate information, whether technical or non-technical, in a clear and concise manner
- Self-motivated, dependable, able to achieve goals with minimal supervision
- Calm under pressure, flexible, able to meet tight deadlines
- Business acumen, able to negotiate with tact and diplomacy
- Computer proficiency, including Microsoft Office (Word, Excel, PowerPoint)
- Aptitude for research and analysis

TO APPLY:

Please submit resume to: [ssmith@211-broward.org](mailto:ssmith@211-broward.org)

### **About Strategic Philanthropy:**

Strategic Philanthropy, Inc. a south Florida based company, was founded on the belief that effective corporate giving can be so much more than simply writing a check to charities and nonprofits who ask for your help or involvement. It is our belief that when a company aligns its charitable giving with a strategic approach and measurable outcomes, the power of giving enhances a company’s brand, image and strengthens the relationships and partnerships within the community.

In short, Strategic Philanthropy gets hired by companies to give away their money to nonprofits that meet a company’s business goals and objectives. As you can imagine, we have many relationships with the nonprofits in our community. We value all of the programs and services they have to offer and work with them to help promote positions that are available within their organization so that they may find the best talent possible.

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