

# DOWNTOWN PARTNERSHIP OF BALTIMORE

## **Job Description: Director of Business Development**

The Director of Business Development of Downtown Partnership of Baltimore (DPOB) has responsibility for establishing and nurturing strong relationships with strategic partners, member companies, and sponsors. Reporting to the Vice President of Strategic Partnerships, the Director of Business Development will work closely with Marketing and Economic Development team to enhance the development objectives and improve revenue streams of support for DPOB initiatives.

### **Essential Functions:**

The Director of Business Development is responsible for establishing and nurturing strong relationships with strategic partners to support the purpose, vision, and annual financial goals of Downtown Partnership.

- Management of B2B membership and prospect development
- User maintenance of CRM database – Salesforce
- Membership invoicing within CRM
- Sponsorship coordination for Business and Consumer events
- Creates engaging and compelling pitches, presentations, ROI's, and other essential sales related pieces

### **Roles and Responsibilities:**

- Manage the full cycle of sales and prospect development for Membership and sponsorship programs to meet revenue goals
- Builds key customer relationships with members, partners, and stakeholders
- Identify business opportunities, negotiate, and conclude business deals
- Leverage network to grow and maintain potential clients
- Maintains extensive knowledge of current market conditions
- Create compelling pitches and presentations to engage and inform project vision, scope, and provide updates
- Maintain complete and accurate membership database records, invoices members
- Consulting with senior management on business trends with a view to developing new services, products, and distribution channels
- Identify private and public funding sources, and track requests in coordination with other key development staff
- Manage Street Pole Banner Sales and production schedule
- Produce high quality stakeholder reports, membership collateral, sales documents, ROI's, new member packets, meeting folders, membership directory and more

- Sponsorship coordination and tracking for Business and Consumer events; supports marketing, parks, and economic development
- Assists with planning of B2B events to include Annual Meeting, State of Downtown, Lunch with DPOB, Real Estate Reception, and annual Board & Sponsor Thank You event
- Track progress of campaigns to ensure successful delivery of development objectives
- Curates' member and sponsor content and deliverables for Membership newsletter, DPOB Newsletter, and website
- Identifies appropriate B2B events and programming for DPOB's annual calendar of events
- Maintains knowledge of all Downtown Partnership programs and initiatives and ties them back into way to connect with members and stakeholders
- Attends key industry business and consumer events to promote DPOB initiatives and membership program
- Responsible for the timely submission and approval of invoices or requests to the Finance team related to members, sponsors, projects, or event team

### **Skills & Experience**

- Minimum of 7 years' experience with Membership organization with an emphasis on business development
- Minimum of 3-5 years' experience with AMS or CRM responsibilities in a non-profit environment
- Career background that encompasses external sales, marketing, and business development
- Experience raising funds for large scale special projects that led to public private partnerships
- Demonstrated ability to move the needle of success, with extensive experience collaborating with other teams
- Experience improving efficiency and developing KPIs to drive operational and financial standards
- Ability to establish and maintain credibility and trustworthiness
- Ability to be clear and direct in both written and verbal forms of communication
- Outstanding interpersonal skills
- Demonstrated relationship management skills and success with an attention to details
- Direct supervisory experience with coordinators or interns

### **Qualifications**

- Bachelor's degree, preference for business, with 7 years professional work experience
- Master's Degree (MBA preferred) can substitute for 2 years of experience
- Strong preference for previous experience in a Membership organization (C6)
- Excellent leadership and strategic planning skills
- Strong proficiency with Microsoft Office, Adobe, and PowerPoint
- Excellent analytical, problem-solving, and decision-making skills
- Baltimore City metropolitan area resident preferred
- Internal DPOB candidates require a completion of a successful six-month experience indicated by a lack of disciplinary actions

### **Supervisory Responsibility**

Currently this position does not have any direct reports.

### **Position Type/Expected Work Hours**

- This is a full-time exempt position on site at DPOB – 20 S. Charles Street, Baltimore, MD 21202
- Occasional evening and weekend work may be required as the job duties demand.
- The role reports to the Vice-President of Strategic Partnerships

### **Physical Demands**

The duties of this position require the employee to:

- Regularly use arms, hands, and fingers in a range of duties to include use of computer keyboard, telephone, and copier.
- The ability to perform the job function requires vision levels to include close, distance and peripheral vision.
- The ability to traverse uneven terrain and carry objects up to 30 lbs is required