



Job Description: Director of Business Development + Sales

Reports to: Managing Director, Business Development + Convenings

FLSA Status: Full-time, Exempt

Location: Alexandria, VA

Background

The National School Boards Association (NSBA) is a federation of state associations and the U.S. territory of the Virgin Islands that represent locally elected school board officials serving approximately 51 million public school students regardless of their disability, ethnicity, socio-economic status or citizenship. Working with and through our state association members, NSBA advocates for equity and excellence in public education through school board leadership.

We believe that public education is a civil right necessary to the dignity and freedom of the American people and that each child deserves equitable access to an education that maximizes their individual potential.

Position Summary

The Director of Business Development is both a leadership and team-player role responsible for executing strategic direction to help NSBA build key business relationships, grow revenue, and explore/develop innovative opportunities to expand NSBA's marketability in the education space. The incumbent must possess excellent verbal and written communication skills, and ability to work closely with internal and external communications and marketing teams, vendors, partners, and member state association staff and other customers. The successful candidate must have capacity and depth of knowledge to advise the association on viability of products and services based on market and customer insights.

This is a self-motivated and self-directed position requiring experience compiling and following strict budgets and preparation of business cases for new opportunities in sometimes high-pressure situations. Responsible to create a positive culture of member service that builds strong support and confidence from our members, international partners, and program participants, through a deep awareness of stakeholder needs through research, data collection and metrics to increase NSBA's brand awareness and value proposition. Requires the development of integrated short-and long-term strategies and plans supported by detailed budgets, identified measurable targets and performance goals.

Position requires working knowledge of grant acquisition and administration process, ensuring compliance with grant regulations, review of grant proposals and other activities associated with grant execution and management and ensure all proposals are archived in consideration of a long-term relationship-management approach.

Must have growth mindset with ability to build and grow team, manage, lead, and mentor staff.

Must support and partner with executive team on all major fundraising initiatives to include development and execution of grant proposals. Requires current insights and research of funding sources and trends to ensure NSBA positioning on major funding opportunities.

In this role, the incumbent will work actively with the Chief Transformation Officer, senior staff, and convenings team members to develop and implement a comprehensive business development strategy to include corporate, foundation, government grants, and other revenue sources, around all NSBA signature and special events. This includes skills to ensure long-term relationship-management approach. Oversee research funding sources and trends, with foresight, to help position NSBA ahead of major funding changes or trends.

Primary Responsibilities

- Plan, develop and oversee the overall business development strategy focused on building relationships, and crafting diverse portfolio for NSBA revenue generation.
- Research/obtain/maintain knowledge of useful financial data, market, and industry trends.
- Brainstorming with members and business communities to create new revenue strategies and identify opportunities (products & services) that would appeal to new partners.
- Partnering with cross functional teams to create appropriate prospectus demonstrating eagerness to expand new revenues and collaborators.
- Communicating with association and federation leaders and financial officers and partnering with State Associations for win/win revenue opportunities, including revenue share approaches.
- Finding and following new leads and opportunities with continuous focus on new and innovative revenue opportunities.
- Defining and developing appropriate NSBA assets with specified costs aligned with goals and metrics.
- Developing a timely and trackable system to ensure fulfillment is scheduled and development of products, programs, events, and services are aligned in collaboration with respective departments.
- Arranging business meetings with prospective clients and including key NSBA teams at the beginning of engagements as appropriate and in regular meetings to assess status of programs and services.
- Attending physical/virtual networking events in learning and on behalf of NSBA.
- Negotiating agreements, preparing contracts for legal review and ensure that company rules and guidelines are followed.
- Manage sponsorship and collaborator accounts to ensure delivery fulfillment and satisfaction and to ensure continuous enhancement of customer experience and build brand loyalty.
- Building trust and long-term relationships with clients/customers to maximize renewals and new opportunities.
- Manage timeframes, revenues, budgets, and other important data to ensure realization of revenue goals.
- Analyzing data and statistics and translate results into better solutions and create clear and useful reports and recommendations for association use.
- Cultivating positive interactions and relationships across NSBA leaders, managers, and executives to evaluate and collaborate on strategy, results, and continuous learning.
- Keep up-to-date knowledge of NSBA member's services, public education, and related focuses.
- Managing and motivating team members to exceed expected goals.
- Understanding the needs of the organizational NSBA to target benefits and return on investment for members, program participants, and prospective donors/sponsors.
- Manage, motivate, and evaluate staff as needed.
- Performs other duties as assigned.

Minimum Qualifications

Bachelor's degree in business administration or other related field, or equivalent work experience; i.e. demonstrating a three to five years of previous experience in sales management, business development, customer service, or related field. Must have experience understanding public education funding, grant proposals and grant award management. Demonstrated and proven sales results, a must.

Experience working in nonprofit membership organization, or quasi-government related field preferred. Project management experience is a plus. The position demands strong interpersonal skills and a high degree of professionalism. Demonstrated Proficiency in Microsoft Office Suite (Teams, SharePoint, Word, PowerPoint, Outlook, and Excel etc.), Higher Logic (or similar platform), grants management software and CRM/ project management software.

Benefits

In addition to the standard benefits NSBA offers (medical, dental, vision, matching retirement contributions), we also offer some perks that make working at NSBA even more enjoyable.

- Flexible Work Schedules: At NSBA, a 35-hour week constitutes fulltime employment. Core business hours are between 9 a.m. and 5 p.m., but you may vary your work hours to start as early as 8 a.m. or as late as 10 a.m. with supervisor approval.
- Teleworking: Avoid D.C. area traffic and work in the comfort of your own home. Most employees are eligible for teleworking privileges after six months of continuous employment. (Hybrid working in place until March 2022).
- Vacation Time - Hard work earns well-deserved breaks. New employees receive 15 days of vacation and four paid personal days per year. NSBA also observes 11 paid holidays and gives employees generous paid sick leave.
- Location, Location, Location: Located in the historic Old Town neighborhood of Alexandria, the NSBA office enjoys close proximity to numerous dining, cultural and retail opportunities. Many employees use breaks to walk around the Alexandria African-American Heritage Park, relax on a park bench in Carlyle Square or grab lunch at a nearby restaurant.
- Subsidized Parking: Our office is near the King St-Old Town Metro Station and Alexandria Union Amtrak Station. We also subsidize public transportation and off-site parking costs. If you prefer to travel by two wheels instead of four, take advantage of the bike rack in our building's parking lot

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