



## **Director, Business Development**

### **Overview**

- Are you passionate about making the Lehigh Valley a great place for all to live and work?
- Do you love raising funds and making sales for high impact community services?
- Are you excited to attract new partners to take LINC from startup to scale?

LINC currently provides community transition services to more than 350 individuals and their families annually, aspiring to make the Lehigh Valley a place where all people can live, work, and thrive through the power of Learning, Inclusion, Networking, and Connecting. LINC is growing and we are seeking a skilled business development professional to join our team in a fulfilling, highly visible workplace and community impact role.

LINC directly supports the successful recruitment, transition, and retention of diverse talent by providing pre-hire consultations, as well as community transition and partner career services in partnership with local employers. In addition, LINC is expanding its resources and programs for organizations looking to strengthen their diversity, equity, and inclusion (DEI) practices. Many of LINC's clients settle in the Lehigh Valley after landing a job at one of the many Lehigh Valley employers including Air Products, Lutron Electronics, Lehigh Valley Health Network, St. Luke's University Health Network, Lehigh University, Lafayette College, Crayola and others.

The primary role of the Director, Business Development is to lead sales, business development, and member services at LINC, positioning the organization as a premier service provider to employers and as a vital community resource.

Reporting to the President of LINC, this role is responsible for creating and managing a multi-year business development plan designed to meet the organization's current budget and help drive the organization's regional impact and revenue growth. This position is an integral part of the leadership team and will regularly meet with C-suite executives in the region and LINC's Board of Directors. LINC is a non-profit, 501(c) organization and the Director will be required to operate the organization consistent with that status.

## **Job Duties**

This full-time position will mostly work remote, with an expectation to work from the Bethlehem, PA office one day a week. Candidates will be required to travel locally on a regular basis for customer and funder meetings, events, etc.

### *Business Development, Sales, & Fundraising*

- Identifies, meets with, and closes sales/agreements with existing and prospect customers, sponsors, and donors to increase service use and expand programs
- Develops and implements individualized plans to develop customer/sponsor/donor relationships and to drive membership, sponsorship, and fundraising
- Prepares and delivers effective pitches and presentations
- Uses effective sales practices (e.g., prioritized sales funnel, trial close) to drive revenue growth
- Manages external contractors to develop high quality marketing materials
- Maintains an actionable database of information for existing accounts and prospects, including documentation of all prospect meetings
- Prepares donor/sponsor proposals and agreements as necessary
- Develops a multi-year development plan to support growth and impact of LINC's diversity, equity, and inclusion (DEI) efforts
- Incorporates DEI principles and best practices in business development efforts
- Secures sponsors, grants, and other revenue for LINC's DEI education efforts and community transition programs
- Keeps a pulse on trends and opportunities to create new revenue streams
- Maintains positive, long-lasting relationships with customers, prospects, sponsors and donors
- Presents to and engages with the Board of Directors at quarterly meetings
- Identifies grant opportunities and ensures final delivery of grant proposals and reports
- Assumes primary responsibility for meeting or exceeding budgeted revenue goals
- Forecasts and tracks progress toward sales/development/fundraising goals
- Provides input on contributed and earned income projections for the annual budget

### *Customer Services*

- Ensures customer interests and feedback are being considered in LINC programs
- Assesses customer and client needs for services and makes recommendations for new or improved services
- Answers questions from prospects and existing customers/sponsors/donors

- Effectively communicates service update information to customers
- Promptly addresses and resolves customer/sponsor/donor concerns or complaints
- Helps plan and may lead customer events and sponsorship/donor campaigns

### **Qualifications**

- At least five years of professional business development (e.g., fundraising, sales) experience with progressively increasing responsibility
- Proven track record of growing corporate giving and/or sales at all levels
- Highly developed customer service orientation, interpersonal skills, and emotional intelligence
- Ability to positively interface with all levels of leadership, employees, and external partners
- Experience with project management and comfort using a range of tools to track progress toward project goals across multiple concurrent initiatives
- Proactive and resourceful; comfortable wearing many hats and a team player
- Strong organizational and time management skills
- Exceptional attention to detail
- Experience using CRMs (e.g., Salesforce, Raiser's Edge) or other customer/donor management systems to track key metrics related to development/sales
- High degree of integrity and confidentiality
- Excellent written and verbal communication skills; writes clearly and concisely and gives compelling presentations
- Proven dedication to diversity, equity, and inclusion principles and practices
- Ability to work in and support an inclusive, team-oriented work environment
- Entrepreneurial spirit and can-do mindset
- Must have a valid driver's license and car and be willing to travel within the Lehigh Valley and surrounding counties

### **Preferred Qualifications**

- Documented experience raising at least \$500,000 annually in contributed income
- Working knowledge of the Lehigh Valley region and local resources
- Regional business connections, and experience networking with executives in corporations, education institutions, or other organizations
- Experience with/understanding of the challenges and opportunities involved in relocating to, and integrating into a new area/community

**Compensation**

Total target compensation of \$80,000 annually (base, plus bonus and health stipend). Base salary will be based on experience. Performance-based bonus is tied to hitting key revenue milestones and exceeding annual goals.

**Equal Employment Opportunity**

LINC is committed to cultivating an inclusive workplace and is proud to be an equal opportunity employer dedicated to diversity because it makes our organization stronger. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, national origin, protected veteran status, sexual orientation, gender identify, genetic information, disability status, or any other protected characteristic.

If interested, submit a cover letter and resume to [info@linc-lv.com](mailto:info@linc-lv.com). No phone calls please.