



## **For Momentum Business Development Manager Position Posting:**

In today's culture, consumers and employees expect companies to take a leadership role in solving important societal issues and improving communities. One of the best ways for companies to do this is to partner with nonprofit organizations. For Momentum is a leading agency providing social impact solutions and strategies for both nonprofit organizations and companies. We are looking for a passionate individual to join our team.

In this position, you will:

- Help build the client base and new business pipeline for this growing agency
- Use your creativity and resourcefulness to tell our story and promote our services to prospective clients
- Become a trusted advisor to the agency's leadership team
- Join an experienced team that knows how to help non-profits and corporations partner to make the world a better place

A recognized agency leader in creating and implementing social impact partnerships and strategic cause alliances, For Momentum is a fifteen-year-old virtual organization with a national headquarters located in the perimeter area of Atlanta, GA. As a result of continued growth and market leader success, For Momentum is looking for an experienced **Business Development Manager** to execute a variety of proactive and inbound sales initiatives that will contribute to continued agency growth. The ideal candidate will be a creative, sales-minded individual with exceptional active listening skills and the ability to build trustworthy relationships.

This individual will support company leadership and agency growth by creating and maintaining effective sales systems and materials and, ultimately, partnering on 100% of new business pitches and proposals. Primary responsibilities include managing the day-to-day sales efforts for the agency including presentation development, creative ideation, strategic planning, pipeline management and troubleshooting duties. This position is not directly responsible for closing new business, instead the individual will work closely within the four-person sales and marketing team to provide a blend of sales support, project management and relationship development support that complement and augment the agency's business development function.

In addition to strong project management and critical listening skills, the individual must possess a high degree of written and oral communications skills and must be able to build rapport and trust with both internal and external stakeholders. Background working in a professional services or agency environment is required; cause marketing, fundraising and/or corporate philanthropy experience is a plus.



## **Primary Duties**

- Play a crucial, collaborative role in agency new business efforts by positioning products, services and people in the most compelling way based on an understanding of our target audience(s).
- Build the agency pipeline through effective cultivation of in-bound leads, supporting outreach and identifying additional client candidates through competitive landscape scanning, marketplace audits and trends analysis.
- Develop and maintain a suite of sales materials and tools:
  - Build out internal library of resources for sales pitches including agency collateral, overview decks and templates, case studies, client testimonials and sizzle videos
  - Develop RFP responses and proposals
  - Manage materials coordination, filing and updates in agency Sharefile folders and other project management systems related to sales function
  - Maintain sales tracker
  - Create MOUs and coordinate legal review with agency counsel
- Excel at prospect identification, stewardship and cultivation:
  - Work with marketing team on inbound lead vetting and relationship development plans for priority leads
  - Preparation and active participation in sales calls with prospects; leverage critical listening skills to consolidate call feedback and after-sales support
  - Create consistency in lead follow up across variety of lead sources
  - Evaluate and refine strategy for sales and marketing team's networking efforts
  - Improve tracking of ROI related to ongoing sales efforts
- Collaborate on content development and manage logistics related to promoting agency marketing and sales activities:
  - Conference sponsorships and attendance
  - Speaker's bureau
  - Webinars/training presentations
  - Industry award applications
  - Annual holiday mailing
- Agency sales database management using Salesforce:
  - Identify appropriate sales metrics and implement tracking systems
  - Refine process for tracking conversion of leads
  - Ongoing list maintenance duties
  - Create target lists for sales visits, annual mailings, etc.
- Sales administrative duties:
  - Formatting and proofing written documents



- Scheduling new business calls and meetings, pacing and logistics related to tracking and moving prospects through the sales pipeline
- Limited ad hoc requests, work with other team members and agency leaders as assigned

### **Core Skills, Competencies, and Characteristics**

- Results-oriented and self-motivated, resourceful team player with strong project management, critical thinking skills, planning and administrative abilities.
- Excellent interpersonal, organizational and time management skills, plus a strong sense of pace and urgency to ensure multiple concurrent projects are properly prioritized and completed within expected timeframes.
- Exhibits the utmost professionalism in handling of confidential information.
- Comfortable working calmly and collaboratively across local and virtual teams in a fast-paced, ever-changing environment.
- Fosters a positive relationship with prospects, leadership, team members and stakeholders.
- Strong writing, editing and proofreading capabilities with meticulous attention to detail.
- High level of self-motivation and proven ability to independently, ideally in a virtual environment, without constant supervision.
- Good understanding of the organization's goals and objectives.
- Ability to follow and provide clear oral and written instructions.

### **Required Education, Training, Knowledge and Experience**

- Bachelor's degree in Business, Marketing, Public Relations, Communications and a minimum of 5 years' direct experience.

### **Knowledge and Experience with the Following Tools Required:**

- Office 365 (Outlook, Word, Excel, PowerPoint, Adobe Acrobat)
- CRM experience, preferably Salesforce or other comparable data management system
- Experience with or readiness to learn Creative design software such as Illustrator or Canva
- Collaboration/conferencing platforms (ZoomUs, join.me, logmein.com, webex, etc.)
- File sharing platforms (i.e., Dropbox, Citrix ShareFile, intranets, etc.)