

Director, Strategic Partnerships

The National School Boards Association (NSBA) is seeking an experienced individual responsible for meeting and exceeding the revenue targets and organizational objectives of NSBA's partnerships. Obtains new business and manages existing accounts so that NSBA meets its revenue growth targets. This position is responsible for building brand value and establishing a positive image of NSBA to the public, customers, and employees.

Essential Functions and Responsibilities

Customers

- Achieves high levels of customer financial and in-kind support of NSBA's mission through marketing and business development efforts - Customers include corporate, nonprofit, small/medium businesses (SMB), and education partners.
- Establishes effective relationships with key existing customers and potential new customers at the decision-making level
- Achieves high quality in delivery and continuously improves processes and services

Business Results

- Manages the overall business development life cycle in order to identify targets of opportunity, qualify them, and secure partnerships
- Consistently meets or exceeds budgeted sponsorship goals
- Achieves a positive image for NSBA with I customers through active business development, account management, customer service and other strategies/processes to increase positive visibility
- Effectively resolves problems and seeks help when appropriate
- Demonstrates determination and dedication in accomplishing objective

People

- Provides guidance and support to the Business Development team
- Aligns with the NSBA staff core values and company culture at NSBA
- Develops and maintains a mature, disciplined, and respectable business process for business development and account management
- Cultivates a team environment within and across NSBA
- Performs other duties as assigned.

Reports to: Chief Operating Officer

Through the planning process, regular updates and matrix management keeps Supervisor informed of business and organizational progress. Keeps supervisor informed when financial results *may* deviate in a material way from plan or budget. Keeps supervisor informed about issues that *could* have a positive or negative I impact on NSBA and our mission.

Relationships

Expected to initiate and influence contacts in order to achieve organization's objectives and desired outcomes. This position receives and initiates communication with outside prospects, leads, association members, volunteers, customers, media, vendors, and internal staff. Contacts require skillful presentation and the ability to influence, motivate or persuade in order to achieve organization's objectives and desired outcomes. Must be skillful in navigating and leading in a matrixed and complex environment and in actively demonstrating collaboration and teamwork.

Work Environment

The work environment requires the ability to travel moderately by air, rail, or personal automobile on association business for up to a week away from the office as may be required. A polished and professional appearance to represent the Association in public forums.

Minimum Qualifications

Required:

The following are the competencies that are demonstrated for an individual to successfully perform this position. These competencies are gained through a combination of at least a four-year college degree or equivalent experience, substantial in-depth professional experience and continuing education (e.g. lead generation and tracking, pipeline management, negotiation, solution-based sales and sales closing skills)

Job Knowledge:

Previous experience in business development, preferably in an association, and/or related full sales life cycle activities. Exercises good judgment in communicating information. A strategic thinker comfortable with working in teams. Proven ability to be a self-starter. Clear, articulate, tactful, professional and persuasive speaking manner for telephone and personal contact.

Preferred Qualifications

Experience with a customer relationship management (CRM) system and/or an association management system (AMS)

How to Apply

Qualified applicants should send resume, cover letter & salary requirements to: NSBA, Attn: HR/CPE Director, 1680 Duke Street, 2FL, Alexandria, VA 22314-3493. Resumes may be e-mailed to jobs@nsba.org.