

JOB DESCRIPTION

TITLE: Business Development Manager

REPORTS TO: Director of Member Services

DEPARTMENT: Membership

FUNCTION:

The Business Development Manager acts as the primary account manager and sales person to drive, maintain and grow PSE Chapters and membership. Responsible for business relationship development, successful lead generation and follow up.

Further responsible for membership recruitment, engagement and retention within assigned accounts. Must plan persuasive approaches and pitches that will convince potential universities to develop a Pi Sigma Epsilon chapter.

DUTIES AND RESPONSIBILITIES:

1. New Business Development
 - a. Identify potential new schools, and the decision makers within the university or college
 - b. Research and build relationships with new campuses
 - c. Cold call as appropriate to ensure a robust pipeline of opportunities
 - d. Set up meetings with key decision makers
 - e. Lead and train volunteer teams to effectively represent Pi Sigma Epsilon on prospective campuses
 - f. Track and record activity on campuses
 - g. Travel to account locations for initial on-boarding and training
 - h. Promote Fraternity services with existing and prospective members
 - i. Create presentations and marketing collateral to help communicate value proposition to members
 - j. Manage prospect database and file regular call reports in the Fraternity database/CRM
 - k. Develop active sales pipeline list showing 30, 60, 90 and 120 day close dates of prospective new chapters and expected member revenue
 - l. Manage annual travel budget and submit expenses in accordance with financial policy
2. Annual, Regional and Local Conferences
 - a. Plan and lead development workshops at regional and national events
 - b. Work on-site at events to ensure programs are executed properly

Desired Skills and Qualifications

- Tenacity and drive to seek new business and meet or exceed targets
- Excellent telephone manner for making initial contact and for ongoing communication with customers and business associates
- Excellent written and verbal communication skills - needed for communicating with a wide range of people, both internally and externally
- Professional manner and presentable appearance for meeting customers/clients
- Proficiency in a variety of software and on line applications including Microsoft Office Suite (Outlook Words, Excel and PowerPoint) and organization CRM

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Requirements:

- Bachelor's degree in Business or related field
- Ability to manage time effectively, prioritize, organize self to perform work accurately with detail orientation
- Ability to work effectively across the organization to maximize PSE growth potential
- Ability to objectively evaluate business opportunities, including developing marketing research and financial/ROI data
- Must know how to leverage technology and serve as a leader
- High level sales, presentation and relationship skills
- Flexibility and ability to manage multiple tasks and motivate individuals is critical
- Ability to travel 25-40%

Notes:

Candidate must be willing to relocate to Milwaukee, Wisconsin
Additional Salary Information: Base + Commissions