



**TITLE:**                    **Business Development Manager**

### **ORGANIZATION OVERVIEW**

Our core purpose is to “help the Church be the Church by providing life changing Christ centered resources for ministry.”

### **POSITION OVERVIEW**

The Business Development Manager (BDM) will be based in Minneapolis, MN and oversee the development and sales growth of new business opportunities and build and maintain effective key organizational relationships to ensure revenue goals are met. The BDM will primarily be focused on cross-functional sales and marketing of Youth Specialties and YouthWorks offerings, and directly responsible for ensuring revenue goals are met, managing and motivating the business development team, and contributing to the overall strategic sales plans of the organization.

### **DUTIES/RESPONSIBILITIES**

The Business Development Manager (BDM) will be a hands-on, working leader who will develop and lead the Business Development team in generating sales leads, managing sales efforts and implementing new business opportunities. The BDM is responsible for sales growth through both retaining and further engaging current customers and by the acquisition of new customers. The BDM will plan, prioritize prospects, establish interest, assess opportunity, and successfully persuade customers to purchase additional Youth Specialties (YS) and YouthWorks (YW) offerings.

#### **Sales and Business Development**

- Success in this position will be accomplished through presenting an overall value proposition selling approach to customers, expanding sales through additional customer purchases, and increasing the existing revenue base.
- In conjunction with Marketing Team, the BDM will develop new business strategies and innovative programs for marketing YS/YW offerings through various new and traditional means.
- Work with YS/YW exhibitors, customers, vendors and sponsors to solidify key relationships and promote overall value proposition through cross utilization of multiple business and ministry offerings (i.e. National Youth Workers Convention, Planet Wisdom, One Day gatherings, etc.)
- Impact the revenue of the organization through ensuring strategic and tactical management programs on new business development results.
- Initiate contact with prospects to establish interest and determine needs and opportunities. Determine effective marketing solutions through utilizing a cross-marketing approach while maintaining the highest level of professional standards.
- Ensure efficient and effective marketing, advertising and promotion planning through the marketing department
- Develop prospect lists of potential new customers through networking, establishing lead sources, cold calling, researching marketing plans, prioritizing business contacts, and ultimately closing the sales.

#### **Ongoing Relationship Building and Communication**

- Embody YW/YS organization culture, values and reputation in its sales and marketing with all staff, vendors, suppliers, partners and other potential customers.
- Communicate with current assigned customers on an ongoing basis to maintain the relationship and ensure a positive experience with YS/YW offerings and to serve as an advocate for identified customer needs.
- Proactively schedule communication with customers to present new and changing product offerings, and to reaffirm the value proposition of YS/YW through a complete range of offerings.



**Ongoing Relationship Building and Communication (continued)**

- Demonstrate a thorough knowledge of YS/YW products and services in order to maximize business opportunities with multiple offerings.
- Represent YS/YW at conventions, conferences and ministry events. Meet with customers to ensure they are well-served through YS/YW our products, services, and commitment to customer advocacy and satisfaction.
- Proactively present renewal contracts and services for customers' approval on a timely basis ensuring that customer business needs are met while concurrently representing interests of YS/YW.

**Additional Tasks**

- From time to time, the Business Development Manager may be directed by the Vice President of Marketing for additional tasks which support the overall ministry of YouthWorks.

**POSITION QUALIFICATIONS/EXPERIENCE**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Vital and growing relationship with Jesus Christ and comfortable sharing their faith story and expression of faith as part of their regular job duties and responsibilities
- Commitment to the Core Purpose & Values of YouthWorks
- Demonstrated leadership ability in a marketing and sales environment (5+ years preferred)
- Proven success in closing sales and achieving revenue targets
- Desire to become a trusted advisor to organizations and leaders
- Confident presentation, communication and interpersonal skills
- Strong work ethic and entrepreneurial drive
- Effective project and time management skills
- Excellent analytical and problem solving ability
- Comfortable working in a fast paced, ever-changing environment
- Diligent self-starter and initiator
- Strong organization, detail-orientation, and multi-tasking skills
- Proactive self-starter
- Bachelor's degree and/or 5 years equivalent work experience in marketing and sales preferred

**REPORTING:** The Business Development Manager reports to the Vice President of Marketing

**TRAVEL:** Moderate travel varies during the year, and includes out of state travel as needed to attend conferences, events, staff gatherings and customer meetings. Attendance at Youth Specialties/YouthWorks conventions is required (dates determined annually).

**LOCATION/HOURS:** This full-time position is located in Minneapolis, MN. Evening or weekend work hours will be required as operational needs necessitate, and while traveling as outlined above.

**COMPENSATION:** Salary commensurate with qualifications and eligible for benefits after waiting period as defined in Employee Handbook.

**CONTACT:** Submit resume and cover letter or direct inquiries to the Human Resources team by e-mail to [hr@youthworks.com](mailto:hr@youthworks.com). No phone calls or agencies please.