



NEW JERSEY ASSOCIATION OF SCHOOL ADMINISTRATORS JOB DESCRIPTION

TITLE: Director of Business Development

REPORTS TO: Executive Director

QUALIFICATIONS:

- Graduation from an accredited college or university with a Bachelor of Arts degree in Business, Marketing or Communications.
- 5-10 years of business development or direct sales experience with a non-profit or in a service industry; emphasis on partnerships and sponsorships is a plus.
- Proven track record of achieving revenue targets.
- Proven management and leadership capabilities.
- Experience working with Senior Level Association executives.
- High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative.
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively.
- Demonstrated ability to think strategically and thorough understanding of strategic development.
- Demonstrated ability to prospect, cultivate, and manage new partnerships and sponsor relationships.
- Strong partnership-building and event planning skills.
- Excellent computer skills and knowledge of data base programs and scheduling applications.

SUPERVISES: Business/Professional Development Secretary

RESPONSIBILITIES:

1. Organizes all Association conferences, seminars, workshops and events.
2. Creates budgets/timelines for events.
3. Negotiates with hotels/venues on food and beverage, audio visual, services, etc.
4. Works closely with Director(s) of Professional Development to locate/schedule speakers and build programs.
5. Recruits event sponsors.
6. Is the point of contact for all speakers/sponsors.
7. Designs, writes and proofs all marketing and communication materials relative to meetings/events.
8. Works with printer on all phases of production for event brochures, programs, signage, etc.
9. Coordinates web postings for seminars/events and professional development channel on website
10. Works cooperatively with Director of Communications on submissions for membership communications relative to meetings and events.
11. Creates/coordinates correspondence/mailings.
12. Reconciles post event billings and payments in cooperation with the Business Office.
13. Closes the communication loop with appropriate thank you correspondence to speakers and sponsors.
14. Serves as liaison to various Association committees (Technology, Spring Leadership Conference, and Women's Leadership) and other educational organizations.
15. Solicit speakers/sponsors and organizes Women's Leadership programs/events.
16. Works with NJSBA to coordinate NJASA activities/communications at Fall Workshop.
17. Works with NJAPSA to coordinate programming at the Annual Spring Leadership Conference.
18. Creates/maintains internal Calendar of events.
19. Creates In-state travel regulation Waiver submissions for Techspo, Spring Leadership Conference and Women in Leadership Conference.

20. Works closely with Membership Dept. on renewals and solicitations for Allied and Metal memberships.
21. Meets with sponsor representatives at year end to review renewals, set strategy for the following year and revise contracts accordingly.

Director –

New Jersey School Administrators Education and Research Foundation

(NJSAERF) Responsibilities include:

22. Preparation and oversight of agenda, meeting notice and minutes for the Annual Board of Trustees meeting, as well as any special meetings throughout the year.
23. Design, implement, and manage a proactive development plan focused on expanding corporate and foundation relationships.
24. Oversee and develop the marketing materials and web content.
25. Serve as liaison between NJSAERF and NJASA to educate and inform others concerning the mission, goals, objectives and accomplishments.
26. Recommend, plan, and implement special revenue-generating projects
27. For both positions - performs other duties as assigned by the Executive Director