



## **New Business Development & Manager, Southern California Region**

This is an exempt position and is responsible for managing, maintaining and developing revenue, in the Southern California counties of Orange County, Santa Barbara, Ventura, San Diego and Los Angeles, through sales, relationship building, networking and management of a diverse portfolio of thirty-five (35) workplace giving campaigns.

This position reports to the Executive Director or designee and is responsible for other tasks as assigned.

**Work Hours:** Monday – Friday 9am-5pm Weekly: 37.5 hrs.

**Work Location:** Work remotely from home office based in Los Angeles County

### **Job Description & Responsibilities**

#### **New Business Development/Access Responsibilities**

Responsible for sales and relationship building efforts to benefit and grow the revenue of the organization.

- Collaborate with ESCA team, executive director, member groups, board of directors, federation partners, and others as needed in NBD efforts
- Provide creative and innovative ideas for new business development
- Create a working and researched list of **15** potential targets (Los Angeles County or assigned sector), at the start or during the fiscal year, for new business development focused on using the ***EarthShare at Work*** business model to develop new business
- The solicitation of corporate and grant revenue will be determined by campaign management demands.
- Create the foundation to attain the goal of bringing in \$50,000 in revenue (can be done through a combination of targeted existing campaigns, new WPCs, mobile giving, cause marketing, sponsorships, Pick My Solar, corporate engagement projects, Lunch & Learn, etc.)
- Development of strategic partnerships
- Attend **7** networking events annually
- Conduct **7** in person meetings annually for new business development, relationship building, etc.
- Promotion of the branded ***EarthShare at Work*** business model

### **Annual Workplace Campaign Management Responsibilities**

Activities include campaign management, coordination, and implementation of annual workplace campaigns. Working environment involves interaction and collaboration with campaign stakeholders and other non-profit colleagues.

Expectation is that “regional manager” will be responsible and accountable for increasing the market share (revenue) of ESCA in each campaign, adhere to campaign agreements, maximize best practices, and maintain accurate record keeping.

Campaign management responsibilities will include acting as lead agency for specific campaigns, recruiting and training of member group representatives to provide representation on behalf of ESCA at campaign speaker presentations, charity fairs, campaign committee membership and various campaign associated projects.

Providing oversight and guidance in member group relations, within assigned region, that will be assisting with campaign events/presentations or special projects

### **Record Keeping Responsibilities**

Held accountable for accurate electronically filing and maintaining records of assigned campaign accounts. In addition, Salesforce is to be maintained and updated in terms of campaign info: notes pertinent to campaign, opportunities, contact info, etc. Access info such as: contact info, pertinent notes on access contact, opportunities, strategy, etc.

Weekly schedule (planning meetings, campaign events/projects, access meetings, committee meetings, vacation/personal holidays, dental/medical appointments, etc.) are to be entered into Google calendar. Responsible for submitting monthly regional report to executive director.

### **Fiscal Responsibilities**

Held accountable for creating, implementing and managing the annual fiscal year budget for Southern California region. Will assist in revenue projection and operating expenses for the region. Responsible for accurately reporting final campaign results; donor acknowledgements, donor designations, etc. to Executive Director. Chief Financial Officer and Manager, Operations & Engagement.

### **Marketing Responsibilities**

The “regional manager” will participate in marketing efforts regionally and statewide. Activities may include assisting with the development of annual marketing materials, providing marketing materials to member groups, and participating in cause marketing and regional publicity opportunities.

There is the expectation that ESCA member group listing in campaign directories, web sites, combined campaign materials, etc. is verified and done accurately.

### **Eco Business Networking**

Collaborate and assist ESCA team members in the revamping and launching of the Eco Business Networking (formerly Green Teams Roundtable).

### **Social Media –Twitter, Facebook, Instagram**

Collaborate and assist ESCA team members in the revamping and launching of a strategy for social media.

### **Other Duties & Responsibilities**

Securing member group(s) to assist with regional administrative/campaign management needs that will free up time to focus on NBD/Access, deepening relationships with key campaign accounts and increasing market share/revenue.

### **Interface with EarthShare National, State Affiliates & Chapters**

This position may interface with EarthShare National, state affiliates or chapters by serving on national committees, collaborating on new business development, engagement projects and participating in research and projects as assigned by the Executive Director; the “regional manager” will also conduct analysis and complete special projects for Executive Director.

### **Campaign Assistant**

Supervision and direction of a Part Time Assistant to assist with campaign operations, attend campaign planning meetings and events, secure final campaign reports, etc. The offering of this position is based upon the financial resources of the organization.

### **Other tasks**

The “regional manager” will provide leadership in Southern California including but not limited to: identifying ways that the ESCA can function more efficiently, providing clerical and shipping services as necessary, identifying technology needs, customer service, and member of Strategic Planning & Development Committee.

### **Salary & Benefits**

Salary offered is within the range of \$45,000- \$47,000 based upon position duties, revenue generated in region and comparable salary data for an organization the size of EarthShare California.

Benefits offered are:

- Medical, dental and vision
- Paid vacation time
- Paid sick days
- Paid personal days (3)

### **Qualifications**

- Bachelor’s degree and 2-3 years of professional experience
- Genuine desire to promote environmental causes and work in a progressive, conservationist organization
- Experience in fundraising techniques and planning; experience in marketing and communication
- Excellent written and oral communications skills, including public speaking
- Excellent skills in building relationships and working with a diverse audience
- Proven ability to prioritize and manage diverse projects in a fast-paced environment. Effective time management and ability to meet deadlines.
- Ability to analyze and research data in order to reach a decisive decision
- Ability to work independently and also in a collaborative self-managed team environment

- Basic computer literacy (Microsoft office, Access); additional technology knowledge is useful
- Knowledge of social media (Facebook, Twitter), web site design and computer technology is useful but not required
- Maturity to work independently is an absolute necessity
- Possession of California driver's license, car and proof of auto insurance
- Ability and capacity to work from a home office equipped with the necessary office tools to conduct business (phone, desk, computer, printer, storage space for ESCA materials, file cabinet, etc.)

Key requirements for this position include demonstrated fundraising, management and leadership position within the nonprofit sector or relevant sales or account executive experience in a comparable setting.

Cover letter and resume will be accepted through **June 30, 2017** and should be sent (Word document preferred) to Pat Smith, Executive Director, at [pat.smith@earthshareca.org](mailto:pat.smith@earthshareca.org). The email subject line should reference *New Business Development & Manager, Southern California Region*. The cover letter should reflect experience as it relates to the responsibilities and qualifications of the position. Position to be filled on or about **July 10, 2017**.

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