



Position Title: Manager, Strategic Partnerships

Department: Marketing, Comms, & Customer Experiences

Reports to: Director, Business Development

Job Overview

In collaboration with the Director of Business Development and outside consultant, the Manager, Strategic Partnership has primary responsibility for meeting and exceeding the revenue targets and organizational objectives of NSBA's partnerships. This position is focused primarily on managing existing accounts so that NSBA meets its revenue growth targets, while supporting the Director, Business Development with new opportunities. Serves as primary point of contact for corporate and non-profit sponsors and is responsible for maintaining and enhancing these vital relationships. Works in collaboration with other NSBA departments to ensure NSBA's meetings, services, digital and print communication, and other initiatives meet the contractual obligations.

Primary position objective and purpose: Responsible for contributing to annual revenue goals through securing corporate sponsorship year-over-year retention. In addition, builds brand value and establishes a positive image of the company to the public, customers, and employees.

Your Responsibilities Will Include

- Increases value of client relationships with existing customers and prospects at the decision-making level
- Manages the overall corporate partnership life cycle to better identify opportunities, qualify them and secure partnerships
- Achieves a positive image for NSBA with external and internal customers through active business development, account management, customer service and other strategies/processes to increase positive visibility
- Develops prospecting practices and intuitive analytics to improve current prospecting process
- Consistently meets or exceeds yearly budgeted sponsorship goals
- Conducts proposal writing and contract negotiations in conjunction with the Director of Business Development and outside consultant towards expanding NSBA's number of corporate partners
- Creates messaging for improved prospecting and email campaigns

- Develops and maintains a mature, disciplined, and respectable business process for business development and account management
- Collaborate inter-departmentally in the creation of sponsor properties for various organizational events
- Effectively resolves issues with internal and external customers
- Maintain detailed records of all communications with clients and prospects in database Contacting potential clients to establish rapport and arrange meetings
- Works with Director of Business Development to build prospect list of organizations and individuals for new opportunities
- Aligns with the NSBA staff core values and company culture at NSBA
- Other duties as assigned

Your Qualifications

The ideal candidate will have the skillset to initiate and influence contacts to achieve business development goals and build pipeline This position works collaboratively with outside prospects, leads, association members, and internal staff. The manager, strategic partnerships will possess skillful communication and presentation abilities along with the aptitude to influence, motivate – shaping prospective sponsor objectives and delivering on desired outcomes.

Must be willing to travel up to 30% of the time.

Preferred:

Business Development / Sales minded individual with at least 3 years of association sponsorship sales with a four-year college degree, substantial in-depth professional experience, and continuing education (e.g., lead generation and tracking, pipeline management, negotiation, solution-based sales, and sales closing skills).

NSBA offers a dynamic work environment with an excellent employee benefit package including health and dental insurance programs, 401K and PTO leave plans. As an employee of NSBA you will work in a primarily remote environment, with an expectation of being in person periodically at our Old Town, Alexandria, Virginia Office.

NSBA is proud to be an equal opportunity employer. We believe in hiring a diverse staff and sustaining an inclusive, people-first culture. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.