



United Way
of Greater Rochester
and the Finger Lakes

TogetherNow

BUSINESS DEVELOPMENT LEAD JOB DESCRIPTION

JOIN THE TEAM!

TogetherNow is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

MISSION

The mission of TogetherNow is to foster a holistic, interconnected ecosystem of health, human services, and education in the Greater Rochester community. Established in 2017 with a Collective Vision set by community stakeholders, we are committed to working collaboratively across a diverse network of providers to improve the well-being of individuals and families, focusing on those who are vulnerable or impacted by poverty.

VALUES

TogetherNow is a community initiative currently housed at United Way of Greater and the Rochester and the Finger Lakes. As such, we embrace the United Way's core values which are: action, integrity, caring, and teamwork. We strive to ensure employees and external partners feel valued, connected, and empowered.

CULTURE STATEMENT

We are committed to creating a welcoming environment that embraces, values, respects, and encourages people to show up as their authentic selves to produce their best work. Together we ensure that processes, policies, and practices foster fairness, belonging, and equity that reflect the views and values of all people within all levels of our organization.

WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

TogetherNow Business Development Lead

We are seeking a highly motivated and experienced Business Development Lead to join our team. The successful candidate will have a strong background in health and human services technology and a proven track record of driving business growth through strategic partnerships, sales, and marketing initiatives. The ideal candidate will be organized, driven, client-focused, and have excellent interpersonal communication and negotiation skills.

Position Overview

The Business Development Lead will use their industry knowledge, experience, and relationship building skills to identify and pursue new business opportunities for TogetherNow's business consulting services and its IT/data platform, MyWayfinder®.

Working under the direction of the Sr. VP of Program and Product Management, and in partnership with IBM, the Business Development Lead will enhance the existing sales system in place at TogetherNow. The position will pursue and win new business locally and nationwide. The Business Development Lead will play a vital role in generating new revenue and helping us grow TogetherNow.

Key Responsibilities:

- Develop and execute business development strategies to achieve our growth objectives.
- Identify, qualify, and cultivate new business opportunities through research, networking, and market analysis. Build and maintain strong relationships with key stakeholders, including clients, partners, and industry influencers.
- Collaborate with cross-functional teams, including marketing, communications, and product development, to align business development efforts with TogetherNow's goals.
- Develop and deliver proposals and presentations to advance TogetherNow's Community Information Exchange® (CIE) Solutions and Community Transformation Lab business lines.
- Negotiate and close deals with clients and partners to achieve TogetherNow's objectives and goals.
- Conduct market research and competitive analysis to identify trends, opportunities, and challenges in the social enterprise technology sector.
- Develop and manage budgets, sales forecasts, and performance metrics for business development initiatives.
- Provide regular updates and insights on market trends, competitor activity, and business development opportunities.
- Other duties as assigned.

Requirements

- Bachelor's degree in business, Marketing, Sales, or another relevant field.
- At least 3 years' experience in business development, sales, or marketing in the social enterprise sector.
- Or equivalent combination of education and experience.
- Proven record of success in developing and executing business development strategies that drive growth.
- Strong industry connections and network of contacts in the health/human services sector.
- Excellent communication, negotiation, and presentation skills.
- Strong analytical and critical thinking skills, with the ability to interpret market trends and data.
- Ability to work independently and in a team environment.
- Strong time management and organizational skills, with the ability to prioritize and manage multiple projects simultaneously.
- Ability to consistently demonstrate the I-ACT (integrity, action, caring, and teamwork) values.

Preferred Qualifications

- Advanced degree in a relevant field (e.g., MBA, etc.).
- Professional certification in business development, sales, or marketing (e.g., CSP, PCM, CPSP.).
- Experience with CRM software and sales tools.
- Familiarity with data analysis and market research tools.

FLSA Classification: Exempt

Salary Range: \$75,000-\$85,000 plus commission*

* The expected rate of pay for this position is shown above. Compensation offers are based on a wide range of factors including relevant skills, training, experience, education and, where applicable, licenses or certifications obtained. Market and organizational factors are also considered.

Reports to: Sr. VP of Program and Product Management

Supervisory Responsibility: None

Travel: 20% U.S. travel to meet with potential clients and participate in conferences and industry events.

HOW TO APPLY:

CLICK HERE TO APPLY Posting Link https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6279702

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.