



POSITION AVAILABLE: Business Development Director

December 2019

The Irrigation Association, the recognized leader for the agricultural and landscape irrigation industry, whose mission is to promote efficient irrigation, is seeking a **business development director**. This position reports to the CEO.

Major Responsibilities:

- Leads corporate sales and strategic partnership efforts.
- Develops and maintains organizational benchmarks.
- Serves on a team with senior directors to define and implement strategies and innovations for increasing value to members.

As part of the leadership team for this trade association, this person will be engaged in a broad range of activities, including:

- Overseeing the existing revenue models and business development efforts across all departments.
- Driving research and development of new and emerging services.
- Participating in formulating, developing and implementing short- and long-range revenue goals and objectives.
- Analyzing activities, costs, operations and forecast data to determine progress toward stated goals and objectives.
- Communicating value proposition for engagement to all stakeholders.
- Encouraging interdepartmental communication to further advance the goals of the association.
- Conferring with CEO to review achievements and discuss required changes in goals or objectives.

Corporate Sales, Sponsors and Partnerships

Works closely with meetings and publishing staff on the following items:

- Executing an annual sponsorship program.
- Analyzing the current exhibit sales model and providing strategic direction for future trade shows.
- Providing sales oversight and support for *Irrigation & Green Industry* and *Irrigation Today*.
- Assisting with the development of a comprehensive prospect system for sponsors, exhibitors and advertisers.
- Formulating new opportunities for partnerships, advertising and financial support.

Membership and Marketing

Works closely with membership and communications staff on the following items:

- Developing annual recruitment and retention plans.
- Analyzing member data to support programming additions or changes.
- Developing marketing plans to demonstrate membership ROI.

Required Skills/Experience:

- Seven years of proven success in sales or business development positions
- Bachelor's degree; master's preferred

- Excellent financial management and a history for program growth
- Excellent written and verbal communications
- Working knowledge and success in budget development, preparation, analysis, and forecasting
- Knowledge of the irrigation industry (agriculture or landscape)
- Experience in working with multiple disciplines and stakeholder groups
- Strong interpersonal and networking skills, diplomacy and flexibility
- Customer relationship skills and interpersonal skills
- Strong project management skills and the ability to work on initiatives and projects with multiple and competing priorities
- Team building and facilitation skills
- Ability to think strategically and perform tactically
- Strong understanding and use of Microsoft Office including Outlook, Word, Excel and PowerPoint; a working knowledge of databases

Other Requirements:

- Some U.S. travel
- Travel to the Irrigation Show (one week per year, November or December)

Hours: Full time. 8:30 a.m. to 5:00 p.m.

Salary and benefits: Salary commensurate with experience. Excellent health, dental, life and long-term disability programs. FSA and 401(k) plans available after one year of service. Convenient location, free parking, small office atmosphere, though remote applicants will be considered.

IA Core Values:

- 1) We look for people with **integrity** and **expertise**.
- 2) The work environment is **friendly, creative** and supports a **life-work balance**.
- 3) We have a strong **work ethic** and a high level of **commitment** to the organization we serve.

*In August 2018 and again in 2019, the Irrigation Association will be recognized as one of the **10 Best Manufacturing Associations to Work For** by the National Association of Manufacturers' Council of Manufacturing Organizations.*

Submit salary requirements, resume and cover letter to:

Janine Sparrowgrove

Administration Director

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No phone calls, please.

FOR MORE INFORMATION

Irrigation Association

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