

# Business Engagement and Partnerships – Outbound Manager

## Project Equity grows community wealth by retaining successful local businesses through employee ownership transitions

Do you want to see a world where the average employee has economic security and businesses help build resilient communities? So do we!

Project Equity helps employees become owners of the businesses where they work. We raise awareness of employee ownership as a business succession and local business preservation strategy, target lower-middle and middle market companies for awareness and education, and provide consultations and direct support for business owners and employees to transition to employee ownership. Project Equity is currently expanding and deepening our work around the country.

### Your role

The **BEP Outbound Manager**, as part of the Business Development Team, role will help advance Project Equity's work through lead generation and development, landscape analysis, institutional outreach, relationship building, and program management.

Specific programmatic priorities include:

- Lead generation including, list management/refinement, analysis and adjustment to marketing automation system, messaging refinement, etc.
  - Lead generation using broker sites, Sales Navigator, other tools as appropriate
  - Lead development (qualification, advancement), sort, prioritize, refine leads, cultivate consults
  - Closing lead to consult (opportunity)
  - Conduct employee ownership ecosystem mapping (landscape analyses) in selected geographies
  - Initiate and cultivate key relationships in geographies to nurture opportunities for educational events with business owners/advisors, outbound marketing activities, partnership and funding opportunities
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## How will you expand employee ownership?

### Outbound function development

- Work in close coordination with the Senior Sales Strategist and VP Program Operations to develop an annual plan and KPI's for the Outbound Business Development function. Areas of focus will include the above programmatic priorities.
- Establish relationships and communication channels internally with Marketing and Communications, Regional Engagement, and the Business Development Team
- Facilitate a "test and learn" process with team members that allows for reflection, learning, and innovation within outbound business development plans in order to strengthen our approach and deepen our impact
- Track, analyze, and share data and updates internally on continuously support the "test and learn" approach

### Lead generation and development

- Increase business owner lead generation using a variety of tools and relationships including marketing automation system, collaboration with the Project Equity Marketing and Communications Team, selected government and institutional partners in key geographies. Activities may include obtaining and refining business owner lists/registries, analysis and adjustment of marketing automation practices, messaging refinement, etc.
- Initiate and refine lead generation using broker sites, Sales Navigator, other tools as appropriate to identify and target business owners/advisors. This may include developing relationships with select business brokers.
- Increase the quality and quantity of business owner leads through sort, prioritization, and refinement, and other means ensuring high quality consults are prioritized for Inbound BEP attention

### Ecosystem mapping, outreach, and relationship building

- Develop a robust understanding of the local landscape of local government, economic development, small business, and other business-serving organizations in select geographies with direction from the Regional Engagement Team
  - Conduct employee ownership ecosystem mapping (landscape analyses) in selected geographies, including completing and maintaining regional outreach data
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- Initiate and cultivate key relationships in geographies to nurture opportunities for educational events with business owners/advisors, outbound marketing activities, partnership and funding opportunities
- Transition relationships as appropriate to Business Engagement Education and Regional Engagement peers as appropriate

### How you work

- **You are passionate about employee ownership and driving long-term systems change.**
- **You enjoy building relationships.** You enjoy and are skilled at engaging new partners and maintaining and strengthening relationships with existing partners.
- **You're a team player.** You enjoy and are highly skilled at collaborating within and across teams.
- **You take initiative.** You proactively identify gaps and develop solutions. You are comfortable figuring things out and being resourceful to meet your goals.
- **You are goal- and results-oriented.** You make things happen. You are able to stay focused on and successfully achieve milestones. You are proactive in adjusting based on learnings in order to stay on track.

### Areas where you shine

- **You are a great communicator.** People enjoy engaging with you and you enjoy engaging with people. You can communicate complex concepts simply to diverse audiences via written materials, email, phone, and presentations, both in person and virtually.
  - **You are an organized project manager.** You are able to successfully manage multiple projects, partners, and milestones and keep internal teams on track towards project goals and deliverables.
  - **You are a great partner.** You have the ability to bring vision, leadership, and results-oriented collaboration, while being receptive and a good listener. You respect local leaders and contexts and know how to lead from the front, alongside others, and from behind.
  - **You're experienced in and comfortable working across public, private and nonprofit sectors.** You understand local government and community-based nonprofits and are able to quickly gain respect from business owners and public and private sector partners.
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- **You enjoy learning.** You want to dive in and really understand employee ownership so that you will be able to get partners excited and educated about how their role can most effectively plug in to the mission.
- **You're humble and self-aware.** You're aware of what you know, and what you don't know, and are great at bringing in other people to round out your personal expertise.
- **You thrive in dynamic, evolving environments.** You're excited to work with a small, agile, and fast-moving team. You are flexible and nimble, able to operate successfully in a growth environment, and comfortable with change.

### Requirements

- Education: Bachelor's degree preferred
- 7-10+ years of business development, sales experience
- Knowledge of Microsoft Office and Google Suite
- Familiarity with Salesforce, Salesforce Marketing Cloud Account Engagement (Pardot) and Sales Navigator a plus
- Spanish language proficiency a plus

### Compensation

Anticipated starting salary range for this full-time position is \$78,000-\$90,000 and is accompanied by a comprehensive benefits package that includes employer-paid health, vision, dental, short- and long- term disability, voluntary life and employer-matched retirement contributions.

### Location

We work virtually, coming together regularly within and across teams for online meetings, and twice a year (in person when safe) as a full team. Limited travel to specific regions of interest will be expected (when safe and advisable).

*Project Equity is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world ([www.multiplier.org](http://www.multiplier.org))*

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*Multiplier and Project Equity celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and "Project Name" are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and "Project Name" prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor.*

### **To apply**

Please follow [\*\*THIS LINK\*\*](#) to apply. Upload your resume and cover letter. In your cover letter, please explain what motivates you to work with Project Equity, and how your experience, skills and commitment will advance our work to create a more equitable economy.

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