

**Title:** Manager/Senior Manager, Marketing, Programs and Business Development

**Classification:** Exempt

**Salary Range:** TBD

**Job Location:** WBENC Headquarters, Washington D.C.

**Reports to:** VP of Marketing and Technology and Senior Director, HR

### **Position Description**

The Manager/Senior Manager, Marketing and Business Development is a cross-functional role responsible for strategic planning, execution and evaluation of WBENC programs as well as business development and client relationship management. This role has a high degree of interaction with executives in all WBENC constituencies.

### **Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Develops and executes multi-year strategic plans for specific programs and assists in the creation of metrics to measure the effectiveness of all programs and events. Programs may include but are not limited to:
  - Act Intentionally
  - Women of Color
  - Shell Energy Educational Program
  - Industry-Focused Programming
2. Collaborates with team members on program execution and deliverables, ensuring alignment and consistency across all WBENC programs and campaigns.
3. Builds a robust set of resources to manage and implement the strategy for specific programs and campaigns. This includes writing blog communications, e-blasts, and social media posts; creating webinars based on workshop feedback; generating ideas for program content; executing program deliverables and ensuring alignment with organizational goals and objectives.
4. Maintains cross-functional fluency in all WBENC programs, ensuring support and back up for all programs.
5. Engages with constituents to assess their objectives and cultivates increasing participation in WBENC programs and initiatives.
6. Acts as liaison between corporate members and WBENC staff and works strategically with WBENC committees and key volunteers to leverage their talents and resources for enhancement of business development activities.

7. Determines current members' unique needs and coordinates with members of the WBENC team to ensure they are consistently and appropriately met.
8. Utilizes CRM (Customer Relationship Management) software tool to track and manage member relationships.
9. Serves as staff liaison for committees and sub-committees as needed.
10. Manages or participates in other ad-hoc Marketing projects as needed.
11. Demonstrates knowledge of and supports mission and vision, policies and procedures, confidentiality standards and maintains a code of ethical behavior.
12. Responds promptly to all constituents, exercising tact and diplomacy at all times to both external and internal clients.
13. Participates with team in all national WBENC events and special projects as needed and required.

### **Competencies**

1. Customer/Client Focus
2. Strategic Thinking
3. Problem Solving/Analysis
4. Communication Proficiency
5. Relationship Management
6. Decision Making
7. Time Management
8. Organizational Skills
9. Teamwork Orientation
10. Technical Capacity
11. Executive Presence

### **Supervisory Responsibility**

This position may have supervisory responsibility.

### **Work Environment**

This job will operate from the main workplace. This role routinely uses standard office equipment such as computers, phones and photocopiers. This position is also required to travel at least 4 times annually to national events across the U.S. and assist with a variety of tasks.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This role requires a mixture of sedentary work and actively traveling and assisting with WBENC events. This would require the ability to sit and/or stand for extended periods, walk extensively, and lift up to 50 lbs. The person in this position communicates frequently with all departments within the organization as well as business partners outside of the organization and must be able to reason through problems and communicate accurate information.

### **Position Type/Expected Hours of Work**

This is a full-time position, and hours of work are generally Monday through Friday, 8:00 a.m. to 5:00 p.m. EST. However, hours will vary depending on projects, events and travel.

### **Travel**

This position requires up to 20% travel.

### **Required Education and Experience**

1. Bachelor's Degree in Business, Project Management or related field
2. 3-5 years' experience in a relevant organization
3. Excellent database management skills
4. Demonstrated ability to successfully manage several projects/initiatives simultaneously

### **Preferred Education and Experience**

1. MBA
2. 2-5 years' experience in a management role

### **Additional Eligibility Qualifications**

The individual selected for this position will join a team dedicated to providing outstanding service to women business owners, corporations, women's business organizations and the general public. Therefore, candidates for this position should possess the following skills and attributes:

1. Proficiency in Microsoft Office Suite and project management software
2. Proven ability to successfully manage several projects/initiatives simultaneously
3. Excellent written and verbal communications skills
4. Proven ability to adapt to changing priorities and respond accordingly

### **EEO Statement**

WBENC is an Equal Opportunity Employer and provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, WBENC complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Signatures**

This job description has been approved by all levels of management.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_