



1301 Washington Rd, Westminster MD 21157

## Business Development Manager

Full-time Exempt with Benefits

**INTERESTED APPLICANTS:** Submit cover letter, resume and salary requirement to [bshifflett@carrollmediacenter.org](mailto:bshifflett@carrollmediacenter.org)

**SCHEDULE:** This position is full-time, exempt. The schedule is 40 hours per week and requires flexibility for possible evening and weekend projects.

**BENEFITS:** CMC offers medical, dental, vision, STD, LTD, life insurance, FSA, 401k retirement plan and paid time off.

**COMPENSATION:** Base salary plus commissions

### About The Community Media Center

The Community Media Center of Carroll County (CMC) is a non-profit community media access center serving Carroll County and the surrounding area. The mission of Community Media Center is to provide Carroll County residents and organizations with services, tools, training and access to innovative digital technologies that engage, inform and connect them to their community. Founded in 1989, the CMC is a nationally recognized Community Media Center focusing on access to media and technology and the creation of local content on cable and digital media platforms. The CMC offers an array of services including outreach, training, production facilitation, production/creative and digital distribution. Our primary objective is to increase the amount of local content by, for and about the Central Maryland region. The CMC is in a start-up phase with primary opportunities for business development include: programming underwriting, programming sponsorship, creative services, production services, corporate sponsorship or social investing.

CMC is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. CMC makes hiring decisions based solely on qualifications, merit, and business needs.



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## The Position

The Community Media Center seeks an ambitious and energetic Business Development Professional to lead acquisition of clients for our diverse and expanding portfolio of products, services and sponsorship or underwriting opportunities.

The successful candidate will be a highly visible representative of the organization and will possess the drive to create and apply an effective revenue generating strategies in coordination with CMC support that includes maintaining an expanding pipeline of leads and opportunities while converting opportunities to accounts that increase net income. Must be able to flourish in the dynamic and competitive market of digital content-based ad space sales and within a nonprofit environment. Forging strong and sustaining relationships with CMC staff, clients, and community stakeholders will be a priority.

This position requires irregular hours including occasional nights and weekends. This position reports to the Executive Director.

## Typical Duties

- Develop a sales growth strategy focused both on revenue gain and client satisfaction.
- Reviews and analyzes sales and operational records and reports; uses data to project sales, sales goals and determine profitability and subsequent monthly targets.
- Research new markets and propose content refinement to meet client needs.
- Collaborate with executive leadership to develop quarterly sales quotas and strategies.
- Identify prospective clients and maintain an active database of prospects.
- Establish and maintain regular contact through calls, correspondence and business meetings with current and prospective clients.
- Build long-term relationships with new and existing clients.
- Promote the company's products and services in a consultative approach, addressing or predicting clients' preferences and/or objectives.
- Consistently close sales at, or exceeding, CMC revenue goals.
- Draft and present sales contracts ensuring adherence to established guidelines, procedures and policies.
- Routinely maintains contact, contract and follow-up activity and status in Salesforce
- Generates regular reports of pipeline and account activity for executive management and board of directors.
- Solicit client feedback and after-sales support in collaboration with CMC staff.
- Collaborate with and provide updates to CMC management and Board on business development activities.
- Provides leadership to other CMC staff who are informally involved in business development.



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- Resolves customer complaints, staffing problems, and other issues that may interfere with efficient sales operations.
- Acts as company representative at trade association and business networking events.
- Learn and apply the principles and practices of the BehavioralOS system that will support healthy workplace relationships, foster workplace communication and effective teamwork.
- Performs other duties as assigned.

### Essential Education and Experience

- AA degree or equivalent work experience of four years in a related field.
- Proven working experience as a business development manager, sales executive, or a similar relevant role.
- Proven successful sales track record with at least three consecutive years of increasing sales growth.
- Proficiency in Customer Relationship Management software and record keeping.
- Excellent communication and negotiation skills.
- Time management and planning skills.
- Proficient in Google Suite, Microsoft Office including Word, Excel, and PowerPoint.

### Desirable Education and Experience

- BA or equivalent work experience of six years in a related field.
- Experience with the nonprofit sector.
- Experience with Salesforce startup, configuration or improvements.
- Market knowledge is highly desired, but not required.
- Demonstrated record of sales or business development leadership experience.
- Proven successful sales track record with at least five consecutive years of increasing sales growth.

### Physical Requirements

- Ability to lift and carry 75 pounds
- Ability to stoop, kneel, crouch, or crawl
- Ability to climb (stairs/ladders) or balance
- Ability to stand and/or walk at 2-3 hour intervals
- Ability to transport oneself
- Clear driving record and valid driver's license