

Director of Business Development

Job Title: Director of Business Development

Organization: Independent Beauty Association

Location: Remote in major metropolitan area, such as New York or Los Angeles

Type: Full-time

Salary Range: \$100,000 base salary + up to 25% commission bonus based on YOY revenue growth

Reports to: President/CEO

About Us: The Independent Beauty Association (IBA) is a non-profit trade association dedicated to fostering the success of entrepreneurial companies in the independent cosmetic and personal care industries by promoting and maintaining the highest legal and regulatory compliance standards, environmental sustainability and ethical business practices. Since 1974, IBA has provided essential guidance and support through business tools, publications, education, networking opportunities, and advocacy.

Position Overview: We are seeking a highly motivated and results-driven Director of Business Development to join our team that must have sales experience in the beauty and personal care industry with B2B experience preferred. The successful candidate will play a crucial role in expanding our organization's member reach, cultivating sponsorships, and driving revenue growth. If you have a passion for business development, a strong understanding of the independent beauty and personal care industry, and a proven track record of building successful relationships, we want to hear from you.

Responsibilities:

- **Sales Strategy, Execution & Revenue Generation:**
 - Develop and implement a comprehensive sales strategy to achieve revenue targets and drive organizational growth.
 - Identify strategic growth areas to build robust, long-term revenue and growth which may include creating different models for working with members based on industry experience for current relationships to be leveraged.
 - Conduct market analysis and identify sales opportunities within the independent beauty and personal care industry.
 - Effectively communicate the value proposition of the association to potential partners and sponsors.
 - Drive revenue growth through sponsorship, advertising, and other business development initiatives.
- **Team Leadership:**
 - Oversee and mentor one direct report, the Membership Services Coordinator, providing guidance and support in achieving departmental goals.
 - Providing support to the member services department and leadership over membership inquiries, renewals, upgrades and cancellations. This may involve responding via phone, email or online chat to member inquiries.
- **Customer Service and Member Relationship Building:**
 - Cultivate and strengthen relationships with current and prospective members through personalized and exceptional customer service.
 - Implement and maintain the CRM system (YourMembership) to manage members, prospect data, track interactions and facilitate communication with prospects. This may

include segmenting member and prospect lists, sending targeted communications and measuring the effectiveness of membership and sales efforts.

- Act as a main point of contact for members, addressing inquiries and ensuring a positive member experience.
- Collaborate with the membership and marketing teams to create personalized communication strategies that foster member engagement and loyalty.
- Fostering engagement and participation among members by organizing events, conferences, workshops and other networking opportunities that could include facilitating connections between members, providing platforms for knowledge sharing and collaboration.
- **Membership Acquisition & Growth:**
 - Implement strategies to attract new members to the association and retain existing relationships with current members involving identifying target markets, creating campaigns, and attending industry events and trade shows to leverage networking opportunities.
 - Collaborate with stakeholders to understand member needs and tailor offerings to enhance value.
 - Drive membership growth through targeted sales efforts, leveraging a deep understanding of member needs.
 - Collaborate with the marketing department to develop sales campaigns that enhance the value proposition for prospective members.
 - Work closely with the marketing department to develop campaigns and initiatives that drive membership engagement and retention.
 - Proactively identify and engage potential clients, sponsors, and collaborators to enhance the association's visibility and impact.
 - Lead the sales process, from initial contact to contract negotiation and closure.
- **Sales Reporting and Data Analysis:**
 - Provide regular reports on membership and sponsorship sales activities, progress, and pipeline forecasts to the leadership team.
 - Conduct regular analysis to refine and optimize sales strategies for maximum effectiveness.
 - Gather data on market demographics, member needs, competitor offerings and industry developments to inform membership and further enhance sales strategy.
 - Oversee the accuracy and integrity of membership data. Interface of ASM data with other systems like HubSpot and MoJo including auditing and providing insights to better interface with members.
- **Market Analysis and Research:**
 - Stay informed about industry and association trends, market dynamics, and competitor activities.
 - Conduct market research to identify new opportunities for growth, analyze trends, determine opportunities and understand challenges within the association's industry.
- **Strategic Partner/Sponsor Development:**
 - In collaboration with the IBA leadership team, identify and engage potential partnerships, sponsorships, advertising opportunities and develop relationships with collaborators to enhance the association's visibility and impact in the industry.
 - Create sponsorship packages and be able to negotiate agreements to secure financial support for association events and publications.

- Develop and maintain strong relationships with key stakeholders in the independent beauty and personal care industry.
- **Event Sponsorship:**
 - In collaboration with the marketing department, manage the sponsorship and exhibitor programs for association events, trade shows, virtual conferences, and workshops.
 - Work closely with the events team to ensure seamless execution of sponsorship commitments.
- **Performance Measurement:**
 - Monitor and measure key performance indicators (KPIs) related to membership growth, retention, sales revenue and customer satisfaction.

Qualifications:

- Bachelor's degree in business, marketing, or a related field.
- Proven experience in business development, industry sales, or partnership management.
- A service mindset and excellent customer relations skills.
- Familiarity with the independent beauty and personal care industry. Preferably able to leverage existing relationships within the independent beauty and personal care industry with a strong understanding of its key players.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a collaborative team.
- Strong organizational and project management skills.
- Proficiency in Microsoft Office and CRM software.

Benefits:

- Monthly health insurance stipend
- Simple IRA retirement plan with up to 3% employer match.
- 10 vacation days, 10 personal or sick days, and 11 office holidays
- A collaborative, flexible, hybrid work environment in a fun industry

Independent Beauty Association is an equal-opportunity employer.
We encourage candidates from all backgrounds to apply.

Apply by sending an updated resume and short cover letter via e-mail to:
Office@independentbeauty.org