



Position Description

Corporate Entity:	Greater Mankato Growth
Job Title:	Business Engagement Director

Position Type:	<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	<input type="checkbox"/> Contractor	<input type="checkbox"/> Intern
	<input checked="" type="checkbox"/> Exempt (salaried)	<input type="checkbox"/> Nonexempt	(40 Hours/ week)	

POSITION SUMMARY

The Business Engagement Director builds and maintains strong relationships with Greater Mankato businesses and community organizations and gain insights on their changing needs and trends. This will increase Greater Mankato Growth's engagement with businesses and their talent through connections to the professional services, programs, and events offered by GMG. This role helps support member retention and growth of the organization.

PRINCIPAL ACCOUNTABILITIES

- 1) Leading the interaction with and engagement of Greater Mankato businesses, while ensuring relevant professional services are available and delivered. This will be evident through:
 - Membership and investor sales
 - Sales related to sponsorships and marketing opportunities
 - Professional services and program sales
 - Responding to information requests
- 2) Coordinating two long-standing, marquee volunteer groups: Greater Mankato Ambassadors and Greater Mankato Cavaliers as a mechanism for:
 - Introducing our members and businesses with the professional services our organization offers
 - Welcoming new members and celebrating new businesses, executives, investments, and the economic growth of our region
- 3) Responsibility for membership onboarding and retention operations. This includes ownership of:
 - Membership database (i.e., MC Trade/Atlas)
 - Member/customer touchpoints (specifically related to onboarding communication and delivery of membership identification)
 - Executing and coordinating the annual membership renewal process
 - Delivery of membership-related KPI's toward membership growth, engagement, and satisfaction
- 4) Providing data and intel (i.e., reports) related to member and business interactions, sales, and satisfaction.
- 5) Connecting businesses and community organizations to individuals and other resources relevant to the success of their business or organization.

IMPACT / OUTCOMES

- ✓ Retention and growth of membership / investor revenue
- ✓ Retention and growth of program-based NET revenue
- ✓ Growth of engagement with Ambassador and Cavalier volunteers
- ✓ Increased engagement of members / businesses with Greater Mankato Growth services and offerings, as well as participation in and utilization of professional services

COMPETENCIES (EDUCATION & TALENT)

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • professional presence • graduation from post-secondary institution with degree in a relevant field that may include, but is not limited to: business, marketing, communications, nonprofit management, public administration, or political science, or at least 5 years of applicable work experience 	<ul style="list-style-type: none"> • at least 5 years of applicable work experience with a business or community-based organization
Experience	<ul style="list-style-type: none"> • demonstrated ability in relationship development & management • experience in association (i.e., membership) sales, as well as sales of products and programs • recruiting, retaining, and coordinating volunteer resources 	
Knowledge	<ul style="list-style-type: none"> • knowledge of the Greater Mankato community livability landscape • knowledge of the Greater Mankato business community • knowledge of how to formulate and effectively execute innovative strategies and assess their results 	<ul style="list-style-type: none"> • working familiarity with database/customer relationship management (CRM) software • Expansive network of existing professional relationships
Skills & Ability	<ul style="list-style-type: none"> • <u>strong interpersonal skills</u> • excellent written and verbal communication skills • demonstrated experience and expertise in public relations • ability to handle multiple tasks and priorities simultaneously with accuracy and attention to detail • problem-solving with the ability to deliver quality work in a deadline-driven, multi-faceted environment • flexibility and adaptability to changing work, program, and service environment • ability to exercise independent judgment and initiative • self-starter with ability to set and meet goals • ability to represent the organization, as well as to network, and work effectively with multiple stakeholder groups, elected officials, civic bodies, education, business and industry leaders, and the public • ability to lead cross-functional teams to address business opportunities, including creating business plans, conducting research, and leading project plans and teams • ability to be a coalition-builder and work with multiple entities on a single project • ability to travel • ability to work weekends/evenings as necessary to support key activities associated with business & community relations • ability to maintain confidentiality • proficiency in office technology and software applications • 	

JOB CONTEXT

Reports To:	Executive Vice President of Greater Mankato Growth, Inc.
Supervises:	N/A
Internal Team:	Greater Mankato Growth chamber of commerce staff
Established Committee/ Volunteer Groups:	Greater Mankato Ambassadors Greater Mankato Cavaliers
Interaction:	Greater Mankato Growth, Inc. staff and volunteers Business leaders and representatives, education and community leaders, public officials, and volunteers
Financial Responsibilities:	Volunteer Programs, External Membership Marketing
Conditions of Service:	Employment eligibility in compliance with U.S. Immigration Reform and Control Act. Travel outside of the office (requires a valid driver's license). Work may require attention/attendance outside of normal office hours (including travel both in and out of state, as well as overnights stays)

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by the person responsible for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.