

Title: Sales Manager

Primary Job Responsibility: Fund Development

Overview: America in Bloom (AIB) is seeking a salesperson to help increase financial resources for the organization. This person will be responsible for fund development initiatives, such as sponsorship sales, donor solicitation, partnership opportunities, and recruiting participants for organizational programs. Primary methods of fund development are listed below.

Sponsorship and Donation Sales (80%)

- Develop, implement, and manage a comprehensive sales program to secure financial support from corporate sponsors, partners, foundations, and individual donors.
- Collaborate closely with the Executive Director and other team members to ensure sponsorship opportunities are effectively integrated into America in Bloom's programs and events.

Community Recruitment (10%)

- Lead efforts to recruit new communities to participate in America in Bloom's programs.
- Provide guidance and support to interested communities throughout the application process, addressing inquiries, providing resources, and facilitating connections with existing program participants.
- Coordinate with the Executive Director to ensure seamless onboarding and orientation of new participating communities, ensuring they have the necessary resources and support to maximize their involvement and impact.

Relationship Management (10%)

- Cultivate strong and enduring relationships with current and prospective sponsors, community partners, donors, and other stakeholders, serving as a key point of contact for America in Bloom. This person must learn and understand their philanthropic goals and align them with America in Bloom's mission and initiatives.
- Maintain regular communication with funders and participating communities, providing updates on program activities, recognizing their contributions, and soliciting feedback to enhance their experience.
- Regular reporting of America in Bloom's impact to sponsors, partners, and stakeholders.
- Collaborate with the Executive Director to develop compelling stories and testimonials highlighting the positive outcomes and benefits of sponsorship and participation in America in Bloom's program.

Requirements

- Proven track record of success in sales, fundraising, and business development, with a focus on securing sponsorships and partnerships.
- Strong interpersonal and communication skills, with the ability to effectively engage and influence diverse stakeholders.
- Excellent organizational skills and attention to detail, with the ability to manage multiple priorities and deadlines simultaneously.
- Knowledge of community development, horticulture, or sustainability initiatives is a plus.
- Self-motivated and results-oriented, with a passion for making a positive impact in communities across America.

Contract/Salary Details

This is a contract position with flexible hours and remote work. This person will report to the Board of Directors and will work closely with the Executive Director and committee members.

Compensation will be based on performance. Compensation will include a monthly base salary of \$1,000 with commission opportunities outlined below.

Commission: In addition to your base salary, you have the opportunity to earn commission based on achieving sales targets and meeting performance metrics.

Commission Structure:

- New sponsors, donors, partners: 20% commission.
- Renewing sponsors, donors, partners from legacy sales: 10%
- New participants in AIB's key programs (Levels 1-3): 10%

Bonus Opportunities:

Bonuses are additional rewards provided for exceptional performance, meeting specific goals, and contributing to America in Bloom's success.

Application Instructions and Deadline

Applications are being accepted until 8 p.m. EDT on May 17, 2024 or until the position is filled. Candidates should electronically submit a cover letter and resume to aib@americanbloom.org. All applications are confidential.