

# Vice President, Business Development and Outreach

## Description:

The VP Business Development and Outreach (VP BD & Outreach) develops and oversees the implementation of comprehensive business development (i.e. sponsorship) and outreach strategy and processes in alignment with the short and long term goals of the Chapter.

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## Responsibilities:

- Develop and oversee the implementation of comprehensive Business Development processes, strategy, and sponsorship offerings.
  - Set and achieve short and long term goals for sponsorship to drive chapter revenue targets
  - Set guidelines and processes for soliciting sponsorships and finalizing contacts
  - Ensure BOD is informed of and follows the Business Development process
- Direct contract negotiations and approve final sponsorship agreements
- Develop and oversee implementation of comprehensive Outreach strategy and roadmap in areas such as, but not limited to, Academic Relations, Business Relations, and Community Relations
  - Set and achieve target short and long term goals for Outreach
- Be an executive sponsor for various committees required to successfully implement Business Development and Outreach strategy and goals
  - Recruit, obtain an appointment, and manage staff and/or committees to carry out day to day tactical plans
  - Ensures proactive communications with appropriate impacted committees
- Establish and manage an approved budget
- Teams with appropriate BOD members and/or PMI GOC resources to obtain and/or update appropriate marketing materials for use in Business Development and Outreach.
- Fulfill fiduciary, ethical, and procedural responsibilities as an elected voting board member
  - Attend board meetings in accordance with the chapter's bylaws
  - Attend any special mandatory meetings as called
  - Participate in cross-functional organizational calls, as needed

- Contribute to chapter governance and strategic planning
- Uphold and assure alignment with Chapter Bylaws and PMI Code of Ethics and Professional Responsibility
- Collaborate with Board members to facilitate appropriate execution of overall goals of PMI Mass Bay
- Provide required input for monthly dashboard reports
- Review and revise job description in alignment with approved bylaws as needed

## Qualifications

### Required

- Is a current member of the Chapter in good standing
- Possesses an "executive presence" and can represent the chapter in public situations
- Is a self starter with history of high collaboration
- Strong negotiation skills and able to manage sales cycle from initiation to closing
- Ability to be diplomatic
- Able to define processes and strategy in an ambiguous environment

### Nice to Have

- PMP
- Expertise and/or ability to converse in wide variety of technology solutions, such as infrastructure, integrated automated systems, coding/programming, and web-based solution delivery.
- Been a member of a PMI chapter for more than 2 years, preferably volunteering and/or coordinating with the BOD for PMI Mass Bay

**Reports To:** President

**Fiduciary Responsibility:** Responsible for generating, submitting, gain approval, and managing to a budget.

**Supervisory Responsibility:** AVP Business Development, AVP Outreach, and/or other authorized staff and/or committees.

**Length of Term:** 2 program years, renewable (July to June)

**Time Commitment:** Varies. Estimated at 5-20 hours per week, depending on the number of volunteers supporting your efforts This estimate includes board meetings, with spikes for periodic Business Development and/or Outreach meetings or opportunities. In addition, the VP BD & Outreach will be expected to attend key conferences such as Region 3 Summit and Leadership Institute Meetings as authorized by the BOD.