



the Laurus Group

Fundraising | Consulting | Capital Campaigns

The Laurus Group (www.thelaurusgroup.net) is a small for-profit fundraising consulting firm that specializes in fraternity/sorority alumni communication programs and major capital campaigns. We strive to provide excellent customer service and work with our clients to maximize the return on their investments. We seek to hire someone who shares our values and enjoys a fast-paced, friendly, collaborative, and ambitious work environment.

We Are Seeking: Full-Time Business Development Manager

Position Description: The candidate will be primarily responsible for business and client development as well as managing company tradeshows and other company marketing efforts. This is a great opportunity for a driven professional. The candidate will report directly to company principal. TLG has a fast-paced work environment, but also values personal development and work-life balance.

Education/Experience: Preferred candidate will be a current or former fraternity/sorority staff member, have significant recruitment experience, and/or demonstrated history and skills in business development and sales/marketing.

Responsibilities:

- Develop new relationships with potential clients including: fraternity/sorority regional and local volunteers; headquarters and foundations staff members; campus Greek Life professionals; and other related affinity groups;
- Nurture new and existing relationships to ensure client retention; create compelling strategies to deepen and diversify current clients;
- Manage and execute marketing activities pertaining to lead generation;
- Prepare presentations, proposals and sales contracts for potential clients;
- Follow up on new leads and referrals resulting from field activity; convert leads into a robust pipeline
- Develop and maintain sales materials and current product and service knowledge;
- Achieve a firm understanding of the competitive environment;
- Manage account services through quality checks and other follow-up; Identify and resolve client concerns;
- Develop and report on metrics for key performance indicators pertaining to business development, including activity, closings, follow up, and adherence to goals;
- Research, qualify, and participate in marketing events such as seminars, trade shows, and networking events

Skills/Requirements:

Candidate should be a self-starter who is motivated by challenges, can think both strategically and tactically, and communicate effectively with target clients. The ability to manage and expand a professional network of potential clients is vital in this role. This candidate should not only be able to manage success but create it. Additionally preferred candidate should have:

- Outstanding organization skills, including managing multiple tasks simultaneously
- Ability to prioritize work, be proactive, take initiative, and resolve problems
- Excellent communication skills with demonstrated skills in networking and relationship building
- Ability to work under pressure and meet deadlines
- Ability to work independently as well as collaboratively
- Proficiency in Microsoft products including Excel, Word and PowerPoint are required
- Understanding and knowledge of the use of current social media such as Twitter and Facebook

Candidate should have or be working towards a Bachelors Degree from an accredited college or university with preference of degree in Business, Marketing, or similar field. **It is preferred that the candidate be a member of a collegiate social fraternity or sorority.**

Compensation: This is a full-time salaried position with base pay and commission structure. We offer competitive benefits including health insurance and Simple IRA.

This position will be open until filled with a qualified individual. Qualified candidates should e-mail, fax, or mail their resume, and cover letter, including salary history to:

The Laurus Group | P.O. Box 80828 | Atlanta, Georgia 30366
Fax: 770-903-3988 | resume@thelaurusgroup.net

No phone calls, please. EOE.