



NORTH MYRTLE BEACH

Position: Business Development and Advocacy Director

Reports to: President & CEO

Position Summary:

The Business Development and Advocacy Director is responsible for investor/partner recruitment and retention, sponsorship sales, ad sales, new investor/partner orientation and general programs. Serves as the connection and introduction point to programs and services as well as team contacts to fulfill investor/partner needs and engagement. Relationships are critical as well as business and resident alignment; this position is the lead in legislative initiatives, advocacy, and community alignment.

Investor/Partner Primary Responsibilities:

1. Serve as the key and initial contact for all new investor/partners and renewals.
2. Assist in the sale of advertising and other revenue producing opportunities as determined and prime the conversation.
3. Continually prospect and meet with prospective investors/partners to provide information about chamber engagement.
4. Secure new chamber investors/partners and grow the organization according to predetermined goals and objectives set forth by the President & CEO.
5. Coordinate and assist with on-boarding process for new investor/partners.
6. Manage and execute duties and responsibilities regarding retention.
7. Prepare monthly reports.
8. Create and maintain a list of prospective chamber investor/partners, sponsors, and advertisers. Use simpleview trace functions to track prospects, calls, etc.
9. Clearly communicate the mission/vision of the Destination NMB and determine needs and expectations of prospective investor/partners and how they can best utilize the chamber.
10. Collaborate with the Staff to ensure that all new investors/partners are entered into Simpleview in a timely and accurate manner. Visitor Services – CRM
11. Serve as point of contact for investors/partners needs and connect them with the appropriate team members.
12. Send out new investor/partner packets.
13. Prepare weekly reports to inform staff regarding new and dropped investors/partners within instructions to complete their assigned tasks.
14. Participate in scheduling and building attendance for the investor/partner orientation events.
15. Build relationships continuously throughout the year - reach out via email, phone, and/or personal visits.
16. Set appointments and meet with primary contact of investor/partners members each month to attain monthly goals.
17. Maintain detailed record of all visits in CRM and complete monthly reports.

18. Attend community events related to investors/partners as assigned, representing the chamber.
19. Volunteer in community events to promote chamber (communicate with the President for approval if utilizing worktime)
20. Perform other job-related duties as assigned.

Required Knowledge, Skills, and Abilities:

This individual must possess talent and experience in the following areas:

- Ability to communicate effectively in writing, verbally, both on the telephone and in person
- Ability to generate and follow-up on leads, schedule appointments.
- Ability to work independently, determine priorities, make appropriate decision, and meet deadlines.
- Knowledge and overview of all chamber investor/partner benefits, events, and activities.
- Excellent organizational and problem-solving skills.
- Ability to handle confidential information in a trustworthy manner.
- Ability to deliver exceptional customer service.
- Team player that will assist when needed outside the normal scope of responsibilities.
- A mature business professional that is comfortable meeting with businesspeople of all types to present the chamber and actively involve them in the organization.
- Excellent communications skills, analytical and problem-solving aptitude with the ability to work well independently and with others.
- Strong software skills, ideally including PowerPoint, Excel, Word, and CRM systems.

Education/Experience Required

- Bachelor's degree, post-secondary education in Tourism, Hotel & Resort Management, Business, Communications, or equivalent
- Knowledge of the tourism and hospitality industry; specifically, sales and client management.