

Business Development Manager Job Description



Job Overview

The B.C. Wildlife Federation (BCWF) is a province-wide non-profit charitable association with over 40,000 annual members that consist of hunters, anglers, and conservationists. Our organization represents the interests of British Columbians whose aims are to conserve and protect B.C.'s fish, wildlife, and habitat for present and future generations.

Our goal is to support a workforce that reflects the diversity of our community: women, Indigenous Peoples, racialized individuals, persons of diverse sexual orientation, gender identity or expression (LGBTQ2S+), persons with disabilities, and others who may contribute to diversity of our workforce, are encouraged to express their interest.

The BCWF is currently searching for a Business Development Manager. The Business Development Manager will lead the planning, growing, securing, and retaining of B.C. Wildlife Federation's revenue streams, i.e., the "ships" – Donorship, Membership, Partnership and Sponsorship. This leadership position will play an integral role in ensuring the necessary conservation partners are engaged, and that public funding and corporate partnership/sponsorships are in place for the B.C. Wildlife Federation to continue to do vital conservation work and advocate on behalf of the members' interests.

To be successful in this role it is expected that the candidate would approach development with a tactical plan for aggressive growth targets, specifically with membership, retail, partnership, donorship and sponsorship.

In addition, this role collaborates closely with all departments, including but not limited to Marketing & Communications, Membership, Programs & Operations, and Data & Systems departments to ensure a team-based approach in resource mapping to support the growth strategy. The successful candidate will be a team player who is able to work with multiple departments and agencies, both internally and externally and will have a passion for the conservation and wise use of fish, wildlife, and habitat.

This role is a full-time, permanent position and allows for an office and work from home hybrid model, depending on business needs. The office is conveniently located close to Hwy 1 and the Golden Ears Bridge. Standard hours of work are Monday to Friday, 8:00 am – 4:00 pm. Occasional evenings, weekends and/or extended hours will be required to accommodate activities and events.



Role Details

Department:	Business Development	Date:	April 2023
Reports to:	Executive Director	Direct Reports:	N/A

Core Responsibilities

Leadership

- Maintain a positive, healthy, and safe work environment which encourages diversity, engagement, and growth for team members.
- Responsible for working with the B.C. Wildlife Federation’s (BCWF) Board of Directors and Leadership to establish revenue and growth-based goals and to effectively communicate these goals to staff, and conservation partners, as well as ensure the goals are being met.

Development

- Collaborate with all departments to determine resource needs for growth, creating a holistic, bottom-up approach for sponsorship and funding opportunities.
- Create and implement the annual development plan and budget, including fundraising targets and strategies for donor acquisition, retention, corporate giving, sponsorship, and all fundraising initiatives.
- Grow and execute existing funds development opportunities including the conservation lottery, online auction, and 50/50s.
- Collaborate with Marketing and Communications Manager on all fund development related communications.
- Create new donorship and membership opportunities.
- Grow and steward BCWF life membership.
- Assist with planning and execution of the BCWF’s Annual General Meeting & Convention by recruiting sponsors, donors, and vendors.
- Create and execute an additional annual fundraiser.
- Build and maintain lasting relationships with conservation partners, donors, and prospects to create long-term sponsorship opportunities.
- Develop and implement stewardship, tribute, and legacy programs for the Federation.
- Expand, procure and service BCWF Affinity Partners and corporate members.
- Develop & implement membership sales campaigns and strategic fundraising initiatives.
- Expand BCWF’s retail selection and develop strategies to increase sales online and at in-person events.
- CRM entry, tracking and reporting of business and funds development activities.

Financial Strategy

- Prepare annual Business Development Plans and Budget, in collaboration with Marketing and Communications, and report to Director of Finance and Board of Directors
- Lead, develop/refine BCWF membership recruitment, retention, and engagement (RRE) architecture, while maintaining managerial oversight of major organizational budgets, needs, targets, and timelines
- Oversee the success of established goals and strategies, in collaboration with other departments
- Lead, manage and execute all fundraising plans and ensure the organization stays on track in reaching its targets and staying within budget
- Seek corporate sponsorship opportunities and build opportunities with private funders
- Source and secure private and public grant applications

Competencies and Skills

- Solid experience and established track record in sales, business development and donor cultivation
- Adaptable to rapidly changing organizational needs
- Authentic leadership with demonstrated ability to collaborate with and inspire others to strive towards a shared vision
- Exceptional written and oral communication skills.
- Hands-on financial management skills, including market research & analysis, target setting, budget preparation, analysis, decision-making, and reporting.
- Experience with CRM and other information management systems.

Education and Requirements

- Relevant bachelor or graduate degree in a related field (business, fundraising, marketing, sales).
- Minimum 3 years' experience in a related role

Compensation

- 70 – 90K, depending on experience and education.
- Benefits Package is available, upon successful completion of probation period.