



Job Title: Manager, Network Growth and Engagement
Department: Network Growth & Engagement
Reports To: SVP, Network Growth and Engagement
FLSA Status: Exempt
Grade: 6
Cellphone Eligible: Yes

SUMMARY

Reporting to the SVP and supervising members of the Network Growth & Engagement team, the Network manager will provide leadership to the (Alliance) network growth engagement imperative. Using disciplined processes, data, predictive analytics, and an understanding of the social sector, their needs, and with an alignment towards our intermediate and long-term outcomes from our Theory of Change, the manager will strategically grow our network and improve levels of engagement. The manager needs to be a leader who is comfortable modeling best practices; leading change; and, influencing the beliefs and behaviors of others internally and externally. Utilizing the "Commitments of High-Impact Nonprofits" (the Commitments) as the framework for strategic engagement (account) plan development, the Manager will help build the overall strength, depth and breadth of the Alliance network of members and partners. Under the manager's leadership, best practices in business development and customer relationship management will be culturally normalized throughout the Alliance.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Analyze a variety of qualitative and quantitative data to create and implement strategies to engage and expand the Alliance for Strong Families and Communities strategic action network.
- Create and execute a business development strategy for network growth, supported by the execution of an annual strategic action network marketing and sales plan that is in alignment with the Alliance Theory of Change and vision.
- Direct the on-boarding of all new members, including, but not limited to in-person or virtual orientation sessions with the executive leadership teams of member network organizations. Lead continuous process improvement efforts to our on-boarding, orientation and engagement practices. Oversee a process of re-orientation and engagement strategies for existing network members in collaboration with the existing relationship management model, particularly where there is an executive transition, limited member engagement, determination of at-risk status.
- Assume relationship management responsibilities for a portfolio of network members. Continuously improve network relationship management processes and procedures.
- Serve as a Relationship Manager role model and mentor for other Relationship Managers.
- Drive continuous quality improvement and shared learning/knowledge transfer.



- Establish rigorous and well documented processes for data collection that will provide real time intelligence about our members and partners; deliver “radar” and trends insights to our knowledge management system;
- Lead and collaborate with the relationship management team to develop and execute customized engagement (account) plans for members based on the Commitments as applicable, using direct interaction with member executives and staff; the Commitments assessment tool if applicable; analysis of publicly available data; and other pertinent information to match specific members with timely and relevant opportunities aligned to our Theory of Change. This will represent our core retention strategy.
- Hire, coach, develop and provide oversight and direction to the network engagement team.
- Interact with, cultivate and utilize our Board of Directors, CEO Council members, other network members, vendors and partners as effective ambassadors for the organization for retention & growth.
- Travel 25% to 30% domestically to visit members and attend conferences and events.
- Use Alliance resources responsibly, looking for ways to manage expenses and build revenues.
- Other duties as assigned by the SVP, CEO and/or COO.

SUPERVISORY RESPONSIBILITIES

- Provide direct supervision to the Network Growth & Engagement team
- Oversee team procedures
- Manage department workflows, assign priorities, ensure follow through and accountability
- Help develop and monitor team metrics that provide structure to initiatives, demonstrate effectiveness and motivate staff; use these results to refine approaches and support decision-making

QUALIFICATIONS

- Previous experience in Fund Development, Sales, Sales Support, Network recruitment or member recruitment desired
- Previous experience in personnel oversight/supervision
- Previous experience health & human service nonprofit agencies strongly recommended
- Demonstrated capacity to translate information into recommended action that is usable by diverse audiences
- Proficiency with Microsoft Office, Outlook, Word, Excel and PowerPoint. Experience using a CRM system is a plus
- Strong communication skills with the ability to communicate technical information clearly to diverse audiences in written and oral presentation
- Charismatic, articulate, flexible, creative and undaunted by difficult to open doors
- High attention to detail and organization
- Project management experience a plus
- Effective time management skills with the ability to manage multiple projects in a deadline driven environment



- Ability to multi-task and switch focus quickly
- Resourceful self-starter
- Excellent interpersonal skills, including collaborative work style with the ability to work effectively on cross-functional teams
- Proven productivity, accountability and follow-through
- High standards for quality of all work products

Education: This position will generally require a Bachelor's degree or equivalent in a relevant field from an accredited college or university, although extensive work experience and professional accomplishments may be considered as a proxy for a degree.

Job-related Experience: A minimum of 6-10 years of experience in a professional environment at a management or leadership level, with demonstrated experience in developing and/or managing account/customer/relationship management systems. Preference will be shown to candidates with a proven track record of business development and/or fund development. The Manager must have specific experience/knowledge working with, and in, nonprofit human serving environments, and with executive leadership (C-suite) at such organizations. Must be comfortable with standard business office technology and applications and have some experience and/or familiarity with CRM systems or iMIS association management software. The Manager will have strong writing, presentation, public speaking, marketing, networking and customer engagement skills that are applicable to diverse audiences and formats. Successful navigation of the essential responsibilities requires exceptional project management skills and the demonstrated ability to plan and execute complex deadline driven projects. Partnership cultivation and management experience in a highly collaborative environment will be important. Must be able to influence and engage others outside of formal levels of authority.

COMPETENCIES

Leadership Presence: Shows courage in taking the right actions and making difficult choices, brings perspective to challenges and issues, consistent champion of change, energized by tough challenges, takes unpopular stands when needed

Critical Thinking: Able to think outside the box to generate creative ideas quickly, seeks balanced views, revises judgments when new evidence appears

Process Improvement: Champions improvement opportunities, offers and encourages innovative thinking, builds improvement projects into performance goals

Talent Development: Provides ongoing coaching to assist employees in accomplishing their work, provides challenging assignments that help employees to reach their peak performance and career goals, encourages employees to continually develop their skills and to consider growth opportunities

Team Management: Able to build strong relationships between team members, utilizes the talents of all team members, addresses conflict immediately in open, transparent manner, celebrates and shares team successes

Strategic management: Develops and shapes a clear business strategy and goals that creates value-add and influences organizational goals by pulling together disparate information, thinking in a non-



linear fashion, anticipating future business needs, integrating information from all parts of the organization

Change Management: Establishes structure and processes to manage the constant nature of change, communicates rationale for change, helps teams remain engaged and focused while facilitating transition to new thinking

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

Approved By: Human Resources Specialist Approved Date: June 2, 2017 _____