

Dietitians in Business & Communications (DPG-32) Leadership Position Description

TITLE	BUSINESS DEVELOPMENT DIRECTOR
TERM	One Year with high encouragement for multiple years; Appointed by Chair or Chair Elect, Non-voting
PURPOSE	Develop and Implement Strategy for Obtaining Long-term Relationships with Sponsors
REPORTS TO	DBC Chair
OVERSEES	Business Development Committee
COMMUNICATES WITH	Leadership Team, Marketing and Communications Committee, DBC Manager, FNCE Event Manager
REPORT FREQUENCY	Monthly and Annual Report

RESPONSIBILITIES:

1. In collaboration with the current Chair, Chair Elect, Treasurer and DBC Manager, review/revise the sponsor prospectus by October of each year, in time for utilization at FNCE.

2. Develop a master list of potential sponsors, utilizing Leadership Team contacts as applicable. This should include a pipeline of new, existing, and prior supporters, companies, organizations and/or PR firms. Master list to include:

- a. Partner name
- b. Contact Name(s)
- c. Email(s) and/or phone #s
- d. Past sponsor levels with year
- e. Current Year Interest (Yes/No and include notes)
- f. Current Year Secured Sponsorship (Yes/No and Level of support)
- g. Current Year agreement sent (yes/no – date)
- h. Current Year Executed Agreement received (yes/no – date)
- i. Current Year Paid Received (yes/no – date)
- j. Communications Committee notified of Partnership

3. Create plan of action with timeline to secure annual and FNCE partnerships.

4. Build & Maintain External Relationships

- a. Check in with past sponsors to provide an opportunity to support DBC at a similar or better level in the coming calendar year including FNCE.
- b. Present potential sponsors with opportunities to support DBC in the coming calendar year including FNCE.
- c. Continue to explore potential partnerships with new companies, organizations and/or PR firms.
- d. Communicate Academy and DBC policy and requirements, as needed, with sponsors.
- e. Work with DBC Manager to ensure successful execution and fulfillment of sponsorship contract and deliverables.
- f. Participate in appropriate virtual events (if applicable, and as mutually agreed upon) and

virtual conferences to solicit relationships and agreements. Continue relationships through follow-ups and outreach following events.

- g. Ensure Sponsor acknowledgement (website acknowledgement, recognition at events, etc)
5. Keep records of all expenses incurred in the performance of responsibilities and submit expense reports to the Treasurer in accordance with fiscal policy and procedure.
 6. Review and propose updates to the job description and work plan timeline annually, maintain files in Basecamp, and assist in training successors.
 7. Have meetings with your team and participate in DBC Leadership Team Meetings.
 8. Complete Leadership Team Survey annually.
 9. Complete other duties to support the needs of DBC and the work of the Leadership Team as needed.