

# Sample Job Description

## *Business Development Manager (BDM) for a CBO*

### Context and Explanation

This SAMPLE job description highlights some of the roles and duties AAAs, CBOs and AAA/CBO networks should look for in a Business Development Manager and should be modified to suit the specific needs of the agency seeking to fill the position.

### Function

The Business Development Manager is principally responsible for raising revenue and expanding business opportunities that allow the organization to achieve and sustain its mission. The BDM achieves these goals by creating and executing an ethical business strategy to: a) expand existing funding relationships and b) identify and secure opportunities with new business partners (e.g., integrated health systems, managed care organizations and large employers) through grants, pilots, business service contracts and/or private-pay services.

### Primary Responsibilities

- Collaborates with staff, Board of Directors, partners, vendors and other staff to carry out the mission and goals of our organization
- Develops and regularly updates a comprehensive business development plan, with targeted goals, objectives, methods, quantifiable outcomes and timelines to achieve agency sustainability and annual budget goals
- Analyzes and identifies scope for business case analysis and recommends solutions and improvements to business procedures
- Develops program sustainability strategies to ensure financial viability of programs and services
- Identifies business opportunities (i.e., long-term services and supports, care transition and other evidence-based programs) with integrated health systems such as physician-hospital organizations (PHOs), Accountable Care Organizations (ACOs), Patient-Centered Medical Homes (PCMHs) and managed care organizations (MCOs), including Medicare Advantage, Medicaid and dual-eligible plans, commercial insurers, large self-funded employers and state-owned plans
- Collaborates with health care providers and payers to establish clinical integration processes to ensure that eligible clients/members are referred into the appropriate programs and services
- Leads contract negotiations with payers and providers
- Builds partnerships and strategic alliances that will extend the organization's brand in the community and increase avenues of support
- Stays abreast of developments in the health care environment locally, regionally and nationally to help guide our agency's core mission and strategy
- Generates positive community awareness of the organization, its mission and impact, and strengthens its brand and reputation with business partners, clients and the community we serve

[THE FOLLOWING BULLETS ARE OPTIONAL AND SHOULD BE USED ONLY IF THIS ROLE INCLUDES COMMUNICATIONS, PUBLIC AFFAIRS, COMMUNITY RELATIONS, ADVOCACY, ETC.]

- Provides oversight for all aspects of the organization's grant management functions, including: proposal writing, events, marketing/development, media relations, social networking, Annual Report, website, newsletters and branding
- Manages the production and distribution of quality collateral materials that support development and marketing goals
- Develops and executes a comprehensive marketing plan in collaboration with the organization's Executive Director, Communications team and other key staff, as needed

## Qualifications and Skills

- Bachelor's degree in business, public administration, nonprofit management or other related field or substantial commensurate experience in similar roles in this field
- Minimum of five years of fundraising/development experience in the health care, human services, aging, disability or managed care fields
- Demonstrated success leading business strategy development, business-to-business partnering and organizational fundraising in the fields of social services, health care, aging, or disability
- Successful experience with federal, state and private-sector grant and/or pilot program funding.
- Experience with building relationships between health care providers and payers and contract negotiations
- Expertise in networking, marketing and targeted influencer identification and outreach
- Excellent oral and written communication skills, with the ability to communicate information in a clear and concise manner
- Strong interpersonal skills, including the demonstrated ability to work effectively with members of organizational boards, colleagues, business partners, prospects and community stakeholders
- Ability to assess motivations and desires in others, create empathy and identify commonalities and a shared vision
- Proficiency in Microsoft Office programs, including Outlook, SharePoint, Word, Excel, Skype and PowerPoint, and grants management systems

## Competencies

- **Adaptability:** Attitude of optimism and “can-do” orientation with ability to think creatively and navigate successfully past barriers and obstacles
- **Focus through the Noise:** Ability to tune out distractions to focus work on priority goals and tasks
- **Initiative:** Highly self-motivated and adaptable with the drive to self-improve and exceed goals
- **Persuasion:** Ability to present concepts, ideas and proposals in a manner that is perceived positively by and clearly resonates with intended audiences and stakeholders, while encouraging action
- **Professionalism:** Ability to project a mature and professional attitude, demeanor and appearance as is appropriate to a given situation
- **Relationship Management:** Instinctive motivation and ability to develop, nurture and balance positive professional relationships and connections with key stakeholders, including situations in which stakeholders may be competitors with each other or otherwise have unaligned interests
- **Sees the Whole System:** Ability to perceive the system in which we operate and its component parts from any vantage point
- **Sense of Urgency:** Ability to prioritize, plan and move decisively when necessary to meet timeframes and instill in others the importance of anticipating and acting to avoid timing crises
- **Situational Perception (External):** Ability to intuitively listen to—and recognize—the priorities and needs of others without bias and develop creative concepts for matching those priorities and needs with those of our organization in a “win-win” environment
- **View of the Horizon:** Ability to see future trends and pathways that can contribute to long-term organizational success

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