

**NOW HIRING:**

## **VICE PRESIDENT, INVESTOR DEVELOPMENT AND RELATIONS**

The Vice President of Investor Development and Relations guides all aspects of membership to create value for member investors and advance Aspire Economic Development + Chamber Alliance's mission to drive economic development and business success. The Vice President leads a talented staff team to advance member investor services, relations, events, and sales goals.

This position drives efforts for all revenue initiatives, with an emphasis on growing new member investor sales and strengthening retention/engagement, and includes sponsorships, affinity partnerships, grant funding, contributions, and other non-dues revenue. This position guides development of annual programs intended to facilitate business connections, education, and marketing. This position also oversees operational marketing and communications, including ongoing development of membership value proposition.

The Vice President fosters relationships with a portfolio of member investors and personally recruits new members.

This is an opportunity to shape member sales and services for a recently merged organization located in a vibrant, growing economy within the Indianapolis MSA.

Like many organizations, the 2020 pandemic caused Aspire to pivot away from growth to resilience and revealed opportunities in membership sales and retention. The timing of the merger with the pandemic muted brand messaging.

Throughout 2020 and the pandemic, Aspire successfully completed a merger integration, including the closing of two and opening of two offices. Aspire **won a competitive attraction project** and launched a new **five-year economic strategic plan**. The team adapted to virtual programming and increased efforts **at the Statehouse**. Aspire also engaged with a leading membership sales coach to evaluate and enhance membership sales and relations practices.

2021 greeted Aspire with the start of membership revenue stabilization, a return to in-person programs, Statehouse wins, and renewed staff confidence.

You will build on solid foundational member sales and services practices, ready for the next level. You will develop your staff team to achieve the organization's lofty growth goals (including hiring your membership salesperson pending your start date). You will build relationships with an array of business leaders, all passionate about the community's future.

The ideal candidate will be collaborative, driven to achieve, invested in developing people and programs, and will always display an exemplary manner of business and professionalism. The ideal candidate will also possess a genuine passion for business, a positive attitude, and strong interpersonal and written communications, and strong customer service skills.

The candidate must have prior sales management experience and be able to research and develop insights into customer services best-practice strategies, then apply innovative solutions to make organizational improvements.



## Benefits:

Competitive compensation package with full benefits including group health, dental, vision, life, 401(k), paid time off, and holiday pay. All benefits subject to new hire introductory period.

## To Apply:

Strategic Solutions for Growth is assisting Aspire with the candidate search. Email your resume and cover letter to Shari Pash at [Shari@ShariPash.com](mailto:Shari@ShariPash.com). Questions may be directed to Shari Pash. No walk-ins, please.

## About Aspire Economic Development + Chamber Alliance:

Sharing a proven history of success, the Johnson County Development Corporation and Greater Greenwood Chamber of Commerce merged on January 1, 2020 to create Aspire Johnson County, a stronger, more strategically aligned engine to drive economic growth. This merger was born out of aspiration to achieve at an even higher level.

Aspire drives economic development and business success in Johnson County, Indiana, and southern Indianapolis. As the local economic development organization for Johnson County, Aspire works to attract, retain, and expand businesses in the county. As the chamber of commerce, Aspire leads the area's business community by advancing pro-growth policy and providing comprehensive member services to entrepreneurs, small businesses, and large corporations.

Aspire's 2021 revenue budget is \$670,000, of which \$360,000 is from member investments and \$125,000 from municipal fee for service contracts.

## About Johnson County, Indiana

Johnson County, one of Indiana's fastest-growing counties, is a contiguous suburb of the state's capital and a key player in the powerful Central Indiana economic corridor. Johnson County's GDP is \$5.2 billion and unemployment rate is 3.6%.

Johnson County is home to 160,000 residents, primarily living in and around the cities of **Greenwood**, **Franklin**, and **Bargersville**. Another 150,000 people live within five miles north of the County in southern Indy, fueling business growth and success within the Johnson County and Southern Indy area.



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**Staff Team Position:  
Vice President,  
Investor Development and Relations**



**Job Summary and Responsibilities:**

This position guides all aspects of membership to create value for member investors and advance Aspire's mission to drive economic development and business success. Drives efforts for all revenue initiatives, with an emphasis on growing new member investor sales and strengthening retention/engagement, and includes sponsorships, affinity partnerships, grant funding, contributions, and other non-dues revenue. Leads a staff team to advance member investor services, relations, events, and sales goals. Guides development of annual programs intended to facilitate business connections, education, and marketing. Oversees operational marketing and communications, including ongoing development of membership value proposition. Fosters relationships with a portfolio of member investors and personally recruits new member investors as an engaged member of the staff team, eager for the success of the organization and the local economy.

**Responsible to:** President & CEO

**Direct Reports:** Three (3); investor relations/events, member investor sales, and investor services

**FLSA Status:** Full Time, Exempt

**Primary Responsibilities:**

*Aspire staff team job descriptions are intended to be overviews of primary responsibilities and should be regarded as fluid documents which will evolve as the organization and stakeholders' needs evolve.*

**Management, Strategy, and Operations**

- Leads a collaboration with the CEO to develop revenue goals and strategies.
- Develops departmental budget in coordination with the CEO, exercises budgetary control over the department.
- Directs department staff including employee selection, development, disciplinary action, work complaint resolution; directs workflow, staff roles and responsibilities.
- Coaches employees to maximize their performance, contribution, and meet organizational objectives. Communicates with employees to ensure their personal ambitions are in line with organizational goals, and that they work to meet them. Monitors and measures how employees undertake their responsibilities and how well these activities are executed. Identifies areas for improvement and makes suggestions to achieve this. Collaborates with CEO on staff team development including interdepartmental education and training.
- Tracks key performance indicators by identifying and using quantifiable performance measures for the organization and industry to gauge and compare performance towards operational and strategic goals; compose and develop reports to communicate performance in a clear way to internal staff and executive, non-expert, audiences.
- Leads the Investor Development Committee of the board of directors to nurture member investor relationships, strengthen member engagement, and facilitate new leadership-level investment. This includes, but is not limited to, volunteer development, training, engagement, and recognition; collaboration with the committee chair to develop strategies.

**Sales and Revenue Development**

- Leads development of dues and non-dues offerings and implements pricing strategies to balance organizational objectives and customer satisfaction by analyzing sales levels, customer feedback, price trends, and industry best-practices.
- Identifies potential markets for members and sponsors by observing and analyzing market research findings to determine promising and profitable markets. Considers the organization's specific advantage and matches it with markets where such value proposition is missing.

- Develops and implements new sales and current investor renewal strategies for dues and non-dues services.
- Personally conducts sales efforts to cultivate and recruit leadership-level member investors.
- Develops and maintains sales compensation plans which may include commissions, a bonus structure, and incentives.
- Provides professional development opportunities for employees to develop techniques and sales methods used to present a service to members in a persuasive manner, and to meet members' expectations and needs.

### **Investor Services and Relations**

- Develops and maintains a comprehensive customer-focused member relations, outreach, and retention plan.
- Guarantees customer satisfaction by coaching staff team on anticipating investor relations problems, handling member expectations in a professional manner, and to ensure customer focus by anticipating and addressing their needs and desires; and providing flexible customer service to ensure customer satisfaction and loyalty.
- Develops and implements effective relationship management through a high standard of documentation and record keeping; selects and ensures efficient and consistent organizational utilization of member relationship management software.
- Personally cultivates relationships with a portfolio of leadership-level member investors to increase member engagement, retention, and loyalty. Attends the Economic Development Advisory Council meetings and collaborates with the Vice President of Economic Development on strengthening relationships with council members.
- Leads development and implementation of investor services, including but not limited to affinity programs and events, by analyzing engagement levels, customer feedback, price trends, and industry best-practices.
- Oversees staff team's efforts on departmental volunteer committee development.
- Leads development and oversight of annual events intended to facilitate business connections, education, and marketing; this includes but is not limited to budgets, policies and procedures, topics and featured speaker development, marketing, and event evaluations. Leads and oversees implementation of stage program and educational content that will highly impact the organization's public relations, brand position, and value proposition, including but not limited to signature events.
- Leads development and implementation of the organization's business recognition awards intended to spotlight local business success including and especially small businesses, elevate the profile of the local business market, and elevate the organization's brand.

### **Marketing and Communications, Organizational Advancement**

- Leads ongoing development and communication of membership value proposition by analyzing engagement levels, member feedback, market trends, and industry best practices.
- Leads a collaboration with the CEO to evaluate the organization's digital and print marketing content and ensure it is consistent with the organization's established brand guide; writes and revises written content.
- Leads development and implementation of email and social media communications plan to inform member investors, engage members, and raise organizational brand awareness.
- Manages the workflow of ongoing and event-related marketing and communications actions such as the marketing planning, budget and internal financial resource granting, development of print, written, and digital content by staff and vendors, and implementation.
- Defines marketing objectives for organizational communications and determines appropriate measurable performance indicators.
- Attends local and regional business and community meetings and events to represent the organization, develop relationships, and build goodwill.
- Delivers organizational activity and impact presentations to public and private audiences of various sizes at companies, non-profits and at public government and commission meetings.
- All staff team members actively share information about all organizational events and services, including community and economic strategic plan initiatives, and public policy updates; and all staff team members support business expansion, attraction, and retention through internal information sharing and referrals.

**Required Position Skills and Demonstrated Abilities:**

*The following qualifications are guidelines. Other combinations of education and experience might provide the necessary knowledge, skills, and abilities to perform this job.*

- Three to five years of successful sales experience in a business facing environment, plus two to five years proven experience leading a successful salesperson or sales staff.
- Stays current with new insights into customer's motivations, behaviors, and preferences through active learning and applying these inferences to customer relations, retention, and sales decision-making and problem solving.
- Successful program and service development and implementation.
- Strong interpersonal skills during both oral and written communications; exemplary manner of business professionalism.
- Proven ability to present ideas effectively, both verbally and in writing, and to negotiate with / influence others in a positive manner.
- Excellent ability to write clearly and concisely, demonstrating correct grammar.
- Develop strong collaborative, working relationships with a diverse group of stakeholders, gaining their trust through diplomacy, active listening, and respect.
- Experience in effective use a CRM software and client portfolio management.
- Maintain high level of organization and productivity with a focus on producing results; leads with an assurance business results will be achieved; prioritizes duties to meet multiple deadlines in a high-volume work environment.
- Foundational knowledge in general marketing principles and practices, including digital.
- Foundational knowledge of bookkeeping principals, budgets, and cost management.
- Foundational level competency of Microsoft Office products.
- Bachelor's degree in business, marketing, or related field; a combination of education and experience may be substituted when competency is demonstrated.

*Additionally, must abide by all organizational policies and procedures, and must possess:*

- A valid driver's license, reliable transportation, and proof of insurance.
- Flexibility to conduct work before and/or after traditional business hours (i.e., 8am to 5pm) and attend meetings/events before and/or after traditional hours; flexibility to conduct work outside of the office as needed and appropriate.
- Physical requirements may include sitting, standing, or walking for extended periods of time; operating office equipment; arrange meeting room tables and chairs; and lifting up to 25 pounds. 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.