



Program Growth Manager **Alliance for Community Trees/Community Tree Recovery**

Do you consider yourself to be exceptional in sales and an individual that is great at moving people to action? Are you an entrepreneur who wants to think of creative ways to market and sell a program using multiple channels? Does the idea of owning the growth for a key program and elevating the national profile of a non-profit excite you? Do you possess the intuitive ability to collaborate well for a positive outcome, the persuasive talent to move people to action, and the strategic thinking to deliver a strong plan that can yield results?

The Arbor Day Foundation is seeking an outstanding sales and marketing individual to join our team with the primary responsibility of creating and executing the growth strategy for two of our newest programs. Alliance for Community Trees supports non-profit tree planting organizations in communities around the United States making our communities a greener, healthier place to live. Community Tree Recovery focuses on bringing resources to people and communities effected by natural disasters. The Program Growth Managers role is to determine how we can communicate our work and create a response from both consumers, Arbor Day Foundation members and corporations. This would include a strategic approach of varying tactics and a variety of channels. Candidates must possess an ability to communicate the Foundation's mission in an authentic and inspiring manner. Our ideal candidate is a highly motivated individual with a proven track record who excels in the entire spectrum of the sales process.

Responsibilities

- Create and execute business development strategy for two programs (Alliance for Community Trees and Community Tree Recovery)
- Exceed stated sales goals and all related sales activities necessary to achieve goals
- Create marketing initiatives that will create excitement and supporters of our programs
- Partner with Program Managers to develop best practices for partnerships and offerings
- Identify, cultivate, and solicit consumers, members, corporations and corporate foundations resulting in positive and lasting relationships with the Foundation
- Increase the visibility of the Arbor Day Foundation by establishing relationships with corporations and consumers committed to funding Foundation initiatives
- Create presence and excitement for the Arbor Day Foundation at industry events, including trade shows, conferences and seminars
- Accountable to develop and manage budgets
- Effectively negotiate contracts and formal agreements, and manage relationships with multiple prospects

- Provide excellent client service to corporate partners
- Some travel required

Qualifications

- Passion for the Foundation's mission, nature, environmental stewardship and people
- Demonstrated ability to build relationships with prospects and understand the needs of both the individual(s) and corporations
- Exceptional ability to exceed revenue targets, whether over the phone, in person or via marketing tactics
- Strategic ability to create and execute a multi-faceted plan
- Strong collaborator with internal team members and ability to leverage knowledge and experience
- Experience working with Senior Level executives in a corporate environment (C-level/VP)
- Positive attitude, strong initiative and work ethic, engaged team member with high degree of professionalism
- Highly motivated and goal-oriented individual who can engage others to act
- Strong communicator of the Foundation's programs while also listening for new opportunities for collaboration
- Proficient in basic computer applications, including a CRM platform

Required Experience

- Minimum of 3 years of successful sales experience, preferably in the area of corporate relations and/or business to business with a Bachelor's degree preferred
- Experience working with public relations and cause marketing campaigns preferred

The Foundation offers an excellent working environment, salary commensurate with experience, an attractive benefits package, and the opportunity to enhance our environmental impact. If you thrive in a fast-paced, high-energy environment where you can make a difference, please submit a cover letter and resume.