

# LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

**Job Title:**

Director, Strategic Relations

**Reports To:**

Vice President, Strategic Relations

**Department**

Strategic Relations

**FLSA Status:**

Exempt

**Salary Range:**

\$90,000-\$120,000 per year

**Summary:**

Reporting to the VP of Strategic Relations, the Director of Strategic Relations will be responsible for leading the strategy development and implementation of events, stewardship of current membership, and growth of LAEDC's membership. The Director, Strategic Relations is instrumental to the success of the LAEDC's strategic plan growth strategy. In this highly visible role, you will act as one of the LAEDC's point person for ensuring productive relationships with members and event sponsors. The Director of Strategic Relations interfaces with all levels of personnel, executive committee, board of governors, member organizations, government, philanthropy, and the larger external community.

**LAEDC's Culture of Inclusion:**

LAEDC is committed to cultivating and preserving a culture of inclusion and connectedness. Understanding that we, like the population we serve, come from all walks of life and are a stronger organization because of it, the LAEDC is committed to a culture that values and prioritizes diversity and free expression within its team. We are proud to be an equal opportunity employer that stays true both to our roots here in Los Angeles County and to our mission by ensuring that anyone, regardless of one's background, origin, orientation, or station in life, and other characteristics that make our employees unique, can find a home at the LAEDC with our team.

**Duties****MEMBERSHIP**

- Responsible for delivering the goals and objectives established for the Strategic Relations department and most importantly the **generation and collection of revenues** from new and existing members, sponsors, and donors.
- **Manage relationships with current members** and responsible for **cultivating and soliciting prospective members**.
- Develop, implement, and **manage membership acquisition strategy**. Maintain a pipeline of potential members to increase the number of paying members and develop and maintain member prospect lists.
- In collaboration with the Manager, Strategic Relations, oversee the **membership renewal process** to ensure issuance of timely invoices, reminder notifications, and tracking of payments received.

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## EVENTS

- **Strategic planning**, budgeting, and development of a 12-month rolling event schedule for all LAEDC events to increase revenue streams, further brand visibility, and support LAEDC identified initiatives. Work closely with various internal departments and external strategic partners to ensure events are aligned with organizational vision, mission, goals and objectives.
- Produce **signature events** including the LAEDC and World Trade Center Los Angeles business conferences and high-level roundtables (e.g., Future Forum Series, Annual Economic Forecast, Eddy Awards, 88 Cities Summit, Select LA Investment Summit, Member Mixers) to achieve mission, program, and financial goals. Additionally, develop, manage, and support company-wide events including ad-hoc projects.
- Manage **cultivation and solicitation of event sponsors** and serve as the primary liaison with event sponsors. Ensure that quarterly and annual fundraising goals are met.
- Identify and recruit program speaker's line-up and audiences to meet event specifications through detailed organizational research and oversee invitation deployment. Work with Marketing & Communications team on outreach materials, email marketing, and social media communication.
- Negotiate and manage **service agreements/contracts** with outside companies for completion of events; liaise and manage vendor relationships and secure venues with a focus on cost efficiency.
- Responsible for **tracking event revenue and expenses**, vendor contracts and ensuring timely cash flow and collections. Oversee the deployment of event related invoicing for the events relating to the Strategic Relations department.
- Responsible for **additional duties** and departmental projects as assigned.

## Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Gives

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appropriate recognition to others; Displays passion and optimism; Mobilizes others to fulfill the vision.

**Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates; activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates; skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.

**Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

## Qualifications:

### **Education:**

A bachelor's degree from four-year college or university; or equivalent work experience in nonprofit management, donor relations, fundraising, event planning, communications, economic development, or related studies is required. A Master's degree in one of those fields is desirable.

### **Experience:**

A minimum of 5 years of donor management, philanthropy or fundraising experience, and demonstrated success in managing large-scale events is required. Additionally, proven record of successful cultivation and solicitation of gifts/donations is required.

### **Language Ability:**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

### **Math Ability:**

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

### **Reasoning Ability:**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

### **Computer Skills:**

To perform this job successfully, an individual should have knowledge of Microsoft Word/Excel; PowerPoint; Internet software, Salesforce CRM, Fonteva, and other event software.

### **Supervisory Responsibilities:**

Manages one or more subordinates. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**Qualified Applicants:** The LAEDC will consider qualified applicants, including those with criminal histories, in a manner consistent with state and local Fair chance laws including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance (FCIHO). The LAEDC is an Equal

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Opportunity Employer. For further information about LAEDC, please visit our website at [www.laecd.org](http://www.laecd.org)

## Work Environment:

This position will operate in a hybrid schedule. The employee will base work from the DTLA office 40% of the work week and additional time as needed with the option to work remotely on the remaining time. Employees are required to reside in the Los Angeles County Region. The organization will continue to assess the hybrid environment and adjust to meet programmatic needs accordingly.

The characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

## 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 regularly required to use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to stand; walk and sit.

## Apply here:

The apply for this position please visit: <https://laecd.talentplushire.com/jobs/32331.html>

***The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.***

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Employee Signature

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Date

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Supervisor Signature

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Date