

Staff Team Position: Investor Development Manager



Job Summary and Responsibilities

Responsible for growing new member investor sales and strengthening member retention. Intentionally conducts personal sales activity. Creates and posts content, including videos, to Aspire's social media channels. Collaborates on member services design to create value for members. Fosters relationships with a portfolio of member investors and conducts member investor retention efforts as an engaged member of the staff team, eager for the success of the organization and the local economy.

Responsible to: Vice President of Investor Development and Relations

Direct Reports: None.

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.

Sales and Revenue Development – 60%

- Collaborate with the Vice President of Investor Development and Relations and department staff to develop and then execute a new member recruitment and retention strategies such as prospecting, sales, communications, payment collection, and member onboarding.
- Conducts personal sales efforts to research, identify, prospect, cultivate, and close new member investor sales to meet or exceed monthly and annual goals, including but not limited to social media and internet research and outreach; generating referrals; placing daily telephone calls; personal visits and cold calling; email outreach; mailings and print collateral.
- Manages accounts receivables for dues revenue items including but not limited to conducting personal retention sales efforts to close investment renewals and collect on past-due accounts.
- Attend non-Aspire networking events and community development activities in our service area to be a goodwill ambassador for Aspire and prospect new member investors.
- Tracks key performance indicators using quantifiable performance measures for sales and retention to gauge and compare performance towards operational and strategic goals; develops and maintains reports to communicate performance to staff.

Investor Services and Relations – 30%

- Intentionally cultivates relationships with a portfolio of member investors to increase member engagement, retention, and loyalty.
- Proactively identifies, communicates, and coordinates opportunities to create membership value for and between member investors.
- Implements effective relationship management through a high standard of documentation and record keeping via member relationship management software.
- Collaborates with department staff team to help identify and then implement and manage member services such as savings programs, marketing, recognition, and connections.
- Plans, organizes, and facilitates member orientation programs intended to facilitate education and networking including program content design, marketing, sponsor stewardship, and presenting an oral presentation to current and potential members.
- Plan, organize and facilitate members' ribbon cutting and grand opening ceremonies intended to facilitate marketing and networking, including coordinating with host companies, vendors, and volunteers.
- Support all other Aspire program and/or revenue goals by referring volunteer opportunities and recommending and selling sponsorships and non-dues opportunities to members.

- Attend Aspire programs and other activities designed to foster membership relations and engagement.
- Guarantees customer satisfaction by anticipating problems and handling member expectations in a professional manner; ensures customer satisfaction and loyalty by anticipating and addressing needs and desires; providing flexible customer service.
- 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.

Other – 10%

- Drafts and posts content to Aspire's social media channels (e.g., LinkedIn Facebook, Twitter, Instagram, YouTube) to inform and engage member investors in calls to action, propagate Aspire key messaging and policy positions, and raise organizational brand awareness.
- Produces videos with, of, and from member investors (some in which you will be seen and heard) and/or capture photos using personal mobile device; edits and posts content to social media.
- Recruits and supervises other project-specific interns and volunteers on an as-need basis.

Required Position Skills and Demonstrated Abilities:

The following qualifications are guidelines. To attract candidates with lived experience and/or those who represent marginalized communities, applications will be considered as a whole. Other combinations of education and experience might provide the necessary knowledge, skills, and abilities to perform this job.

- Two or more years successful sales in a business facing environment.
- 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.
- 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.
- Develop strong collaborative, working relationships with a diverse group of stakeholders, gaining their trust through diplomacy, active listening, and respect.
- Experience in effective use of 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.
- Intermediate skill level or above in using Microsoft Word, Excel, and Outlook.
- 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.



Now Hiring: Investor Development Manager

The Investor Development Manager is responsible for growing new member investor sales and strengthening member retention. This position primarily conducts personal sales efforts and fosters relationships with a portfolio of member investors.

The Investor Development Manager creates and posts content, including videos, to Aspire's social media channels and collaborates on member services design to create value for members. This position is an engaged member of the staff team, eager for the success of the organization and the local economy.

This is an opportunity to execute growth plans, connect a variety of business owners together, build relationships, and create value for member investors in a vibrant, growing economy within the Indianapolis MSA.

This position requires someone with confidence, self-motivation, a genuine compassion for business ownership, a positive attitude, and strong interpersonal communications and customer service skills. The ideal candidate will be driven to achieve and will always display an exemplary manner of professionalism.

The candidate must have two or more years successful sales in a business facing environment.

About Aspire Economic Development + Chamber Alliance:

Aspire drives economic development and business success in Johnson County, Indiana, and southern Indianapolis. As the local economic development organization for Johnson County, Aspire leverages community development opportunities 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 private member investments.

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 3.3%.

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.

Benefits:

Competitive compensation package (base plus performance bonus) 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:

After reviewing the following job description, send your cover letter and resume to Angela Vandersteen at Careers@AspireJohnsonCounty.com. Questions may be directed to Angela at this email or 317.888.4856. No walk-ins, please.