



Director of Business Development

About DMI- Consulting:

At DMI Consulting, we solve the most pressing challenges blocking clients from realizing their full market growth potential. We provide deep multicultural and inclusive industry expertise, analytics and insights to help empower CMOs and senior leaders to accomplish their business growth goals in an increasingly diverse marketplace. In order to ensure organizations with which we work are prepared to effectively target diverse segments, we also provide educational platforms, research, recommendations and resources on DEI that have the ability to maximize a full 360 degree experience for ALL consumers, regardless of race, identity, culture, or ability.

If you are looking for a dynamic and creative environment, and would like to join a collaborative team that is making a long-lasting impact in the marketing industry, please learn more in the link below and get in touch.

Position Summary

We are seeking a Business Development Director with strong experience in the marketing and advertising industry (Multicultural Marketing experience is a plus!) to drive membership acquisition, engagement, and retention for AIMM - the Alliance for Inclusive and Multicultural Marketing. This person will play a critical leadership role in achieving short and long-term revenue growth goals that deliver value to members (including client-side marketers/advertisers, agencies, trade associations, research/data, media companies and nonprofits representing the entire marketing ecosystem). He/she/they will oversee all membership activities, programs, initiatives, and design efforts to increase membership through relationship building and by building strategic alliances. This person will also be responsible for sales plan and execution, for achieving attainment of annual budget revenue goals.

Responsibilities include, but are not limited to:

- Industry Expertise:
 - Fully understand the Multicultural/Inclusive Marketing Ecosystem and be prepared to present it with passion, conviction and determination
 - Demonstrate strong contextual comprehension of industry dynamics that client-side marketers and the rest of the marketing/advertising ecosystem face
- Relationship Building:
 - Target potential clients/partners and build strong relationships with them
 - Continually seek ways to strengthen our membership model to maximize recruitment, referrals, onboarding and retention
 - Persistently explore and uncover the business needs of AIMM prospect companies



- Business Development
 - Identify prospective clients for sponsorships, advertisements and endorsements for both AIMM and DMI
 - Determine the membership business model and member value proposition for AIMM members to ensure alignment with the mission and strategic goals
 - Meet performance goals for member retention and acquisition, continuously growing dues revenue year over year including planning, forecasting, and membership growth
 - Develop a robust and targeted prospecting strategy of senior leaders by industry/function/brand
 - Continuously build relationship with prospects via meetings and ongoing communication
 - Consistently update the Membership proposal to ensure it reflects the latest initiatives, members and benefits
 - Ensure oversight, closure and onboarding of all membership/partnership/client deals
- Strategic Thinking/Planning
 - Build vigorous pipelines and develop new sales leads. Maximize the development prospect funnels
 - Manage optimization of CRM system
 - Utilize membership dashboards and reporting systems to extract meaningful insights to enable data-driven decision-making and real-time course correction
 - Utilize data to accurately forecast and report retention performance to management including reports, marketing funnels, etc.

Qualifications:

- BA/BS in related fields in marketing, advertising, business, public relations, communications
- Previous business development experience with a proven track record of achieving/ exceeding goals
- A proven leader that thrives in complexity, works across a diverse group of stakeholders to deliver results
- Extensive experience and comfort communicating and engaging with senior executives
- Proficient in computer software including Microsoft Word, Excel, Google Suite, and CRM Experience, specifically, building out CRM solutions
- Effective interpersonal skills leading to the development of relationships including partnering, and networking
- Excellent verbal and written communication skills as well as exceptional customer service skills

Candidates must be authorized to work in the US

Office Location: ENCINO, CA 91436



Compensation Commensurate with experience

Contact: kathy@dmi-consulting.com

DMI-Consulting is an Equal Employment Opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, leave of absence, compensation, benefits, training, and apprenticeship. The company makes hiring decisions based solely on qualifications, merit, and business needs at the time.