DEPARTMENT
Strategic and Digital Alliances
(Orange County, CA)

SUPERVISOR
Director of Digital Solution and Brand Development

SUMMARY OF POSITION
As a leader in advancing marketplace trust, the BBB Director of Business Engagement role is to educate the community and business owners about the BBB. The goal of this position is to provide ethical businesses the opportunity to gain exposure and partner with BBB through marketing opportunities. The money raised by selling additional marketing opportunities will help financially support the BBB.

DUTIES/RESPONSIBILITIES
1. Maintain a calendar of outreach activities, meeting with business owners and executives, including community events and other outreach opportunities.
2. Contacting existing BBB Accredited Businesses to introduce BBB services.
3. Selling BBB co-branded advertising products designed to help BBB Accredited Businesses gain additional exposure with potential new customers.
4. Selling both traditional and nontraditional advertising products.
5. Attend and participate in sales meetings and other applicable business meetings pertaining to BBB.
6. Goal is to secure an average of 10 meetings per week. Securing enough meetings each week will ensure that he or she is working towards the budgeted sales goal which is ultimately how we measure the success of BBB Director of Business Engagement position.
7. Other duties as assigned and responsibilities are subject to change.
QUALIFICATIONS

- Bachelor's degree in communication, marketing, business or 3-5 years of experience
- Skilled in communicating through multiple platforms (over the phone, email, text messaging and in-person meetings)
- Willingness to learn and apply new ideas and marketing concepts
- Confident in face-to-face meetings
- Entrepreneurial-minded and comfortable with a commission-based pay structure
- Business professional dress code is required
- Friendly, enthusiastic and positive attitude.
- Strong knowledge of social media and other basic marketing platforms.
- Detail-oriented with the ability to manage multiple projects at a time.