



A Better Approach to Parkinson's

722 Apex Road, Suite A  
Sarasota, FL 34240

**JOB DESCRIPTION**  
**BUSINESS DEVELOPMENT DIRECTOR**

**Mission Statement:** *To improve the quality of life of people with Parkinson's and their caregivers.*

**Position Summary:** The Business Development Director (BDD) is an integral part of the Neuro Challenge Foundation (NCF) for Parkinson's dynamic team of professionals. Reporting to the CEO, the BDD is responsible for the planning and execution of Neuro Challenge's earned income events/businesses including but not limited to executing the planning for the Parkinson's Expo and the newly created Neuro Challenge Network business plan. Developing income-producing corporate partnerships with healthcare and other stakeholders is a significantly important part of the job.

**Qualifications:** Requires excellent interpersonal and problem-solving skills and sales experience, preferably in the healthcare or education field; ability to multi-task in a fast-paced environment; excellent organizational and communication skills; time management and prioritization skills; proficiency in Microsoft databases including Excel and Word. Experience in a non-profit organization, managing volunteers, consultants, and staff, and working in a health care setting is highly desirable.

**DUTIES AND RESPONSIBILITIES:**

- Event/Project Management
  - Serves as the lead staff member to plan and execute all aspects of the annual Parkinson's Expo.
  - Work with staff to secure their assistance for event support as needed.
  - Recruit and train volunteers to assist with event planning and execution.
  - Oversee all aspects of the execution of the Neuro Challenge Network business plan, including but not limited to, sale of Parkinson's Disease educational content, marketing collateral development, content selection and creation; product creation; delivery platforms; and manage consultants that perform many of these roles.
- Income Generation
  - Plays the lead role in the retainment of current sponsors and the development and securing of new event sponsors for the Parkinson's Expo.
  - Manage and oversee all income-producing aspects of the Neuro Challenge Network.
  - Work closely with marketing and communications manager to determine appropriate marketing and advertising channels online and in print.
  - Assists in the creation and monitoring of income goals and event budgets.
  - Achieve income goals for the Parkinson's Expo and Neuro Challenge Network business.
- Volunteer, Consultant, and Staff Management
  - Recruits, trains, and manages event volunteers.
  - Appropriately recognize and thank volunteers.
  - Motivates and leads volunteers to achieve organizational and event goals.
  - Oversee and direct consultants who assist with Expo and Neuro Challenge Network.
  - Will eventually hire and manage Neuro Challenge Network support staff.
- Board of Directors
  - Work with Board Members, as needed, to achieve event-related goals.
- Communications
  - Responsible for communicating with past, current, and prospective sponsors regarding all aspects of the events.

- Communicates with staff regarding the status of events and support needed before and on the day of the event.
- Work with the Office Manager to ensure the NCF website, e-news, and information documents are current and accurate.
- Represent NCF at community events as needed.
- Sponsor and Client Stewardship
  - Maintains relationships with sponsors who support NCF events.
- Must abide by NCF and America Fundraising Professionals' codes of conduct.
- Ensure compliance with all agency policies and procedures regarding confidentiality.
- Other activities as assigned.

**SKILLS AND QUALIFICATIONS:**

- Dependability
- Advanced business acumen skills
- Able to develop synergistic solutions
- Highly organized
- Exceptional prioritization and time management skills
- Detail-oriented
- Ability to work within a team and independently
- Excellent written and verbal communication
- Proficiency in Microsoft Office Skills
- Bachelors level degree or higher
- Self-motivated go-getter

**TRAINING REQUIREMENTS:**

- Participate in opportunities to learn about Parkinson's disease
- All NCF mandatory training

**ACCOUNTABILITY:** Supervised by the CEO

**COMPENSATION:** Salary range is \$65,000-75,000 plus performance incentives

**CLASSIFICATION:** This position is classified as full-time, exempt. Mostly 8-5 Monday through Friday. However, weekend and evening work is required. The BDD currently does not supervise employees but that will change as the Neuro Challenge Network business grows.

Every incidental duty connected with the BDD position cannot be specified in the job description and the BDD, at the discretion of the CEO, may be required to perform duties that are not included in this job description.

Submit resume and cover letter to Karen@mbjgroup.com by July 15, 2021.