

Business Development Manager

Job Description



November, 2020

Reports to: President

Western Energy Alliance is a dynamic membership-based trade association known as a highly effective advocate for independent oil and natural gas producers in the Rocky Mountain West. The Alliance is seeking a skilled, energetic Business Development Manager with deep ties in the industry to develop and implement growth strategies that build the membership and achieve the revenue goals of the Alliance. Ideal candidates must demonstrate they know how to:

- Implement a detailed strategy for identifying prospects, recruiting new members, retaining and upgrading existing members, raising sponsorship revenue, and generating funds for advocacy initiatives
- Use existing relationships within industry to identify companies and individuals whose businesses benefit from the Alliance's advocacy and who would likewise benefit from membership
- Communicate the value proposition of the Alliance effectively with the different types of companies that form the membership, including operators, drilling companies, service companies, lease brokers, financial institutions, legal firms, and environmental consultants.
- Work with Board members and other industry executives to actively engage them in lead generation, making executive contacts, and closing the deal with new members.
- Strengthen the community of members through planning and implementing networking opportunities and events, including crafting event sponsorships that deliver value to the sponsor while meeting the revenue goals of the event
- Implement methods to systematically track prospects and leads through to closing the deal with new members
- Conduct donor cultivation to ensure member retention, upgrades, and recurrent giving.

Requirements

- The ideal candidate demonstrates attention to detail with prospect generation and lead management and experience implementing contact management systems
- Proven ability to close business deals
- Excellent communications skills particularly as they relate to communicating with executives about the value proposition of joining the Alliance
- Ability to develop marketing collateral
- Ten years of business development and oil and natural gas industry experience
- Ability to work in a dynamic environment adapting to changing conditions
- Bachelor's degree in a related field.

Submit resume to jobs@westernenergyalliance.org