

## Market Development Representative

*[Full Time, Virtual, Exempt]*

**Department:** Business Development

**Reports To:** Sr. Director, Business Development

**Posted:** August 15<sup>th</sup>, 2023

**Job Closes:** TBD

**Location:** Worldwide

**To apply:** Please submit a resume and cover letter through My Green Lab's application portal at: <https://www.mygreenlab.org/employment-opportunities.html>

### Job Description

My Green Lab (MGL) seeks a passionate and motivated Market Development Representative to grow our multiple programs, raise our profile, and increase our revenue and impact. The successful candidate will have a demonstrated ability to successfully conduct business development and sales efforts that grow nonprofits, private enterprises, and/or business units. Experience working in corporate sustainability, green labs, green buildings, or a related field is desirable.

This is a full-time position. MGL is a 100% remote workforce: this position will be permanently based out of a home office. Less than 30% travel is expected. Compensation includes a base salary commensurate with experience ranging from \$50,000–65,000, performance compensation, and a benefits package that includes health insurance, a 401(k) matching program, and a generous vacation and holiday allocation.

### Overview of Responsibilities

The Market Development Representative will be part of the international revenue generation and brand building team with a focus on labs, manufacturers, and partners. Working with the Business Development Team, they will grow the organization's revenue and drive sales of our flagship programs: Green Lab Certification and the ACT Label. In addition, they will cultivate new sponsorship relationships. The Market Development Representative must be an entrepreneurial self-starter who has demonstrated experience delivering on business development and revenue targets in a high-growth environment. MGL takes a data-driven approach to our mission, so the Market Development Representative must understand how to leverage technology platforms to track their work and quantify their performance relative to the organization's goals and KPIs. Working with our technical program and auditing team, the successful candidate will be able to find and recruit new customers and close deals while ensuring a seamless and positive customer experience.

MGL's Market Development Representative must be passionate about the organization's mission and be able to clearly articulate its importance and relevance both in the context of the global sustainability movement as well as within the scientific community.

## My Green Lab Background

Laboratories represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab is a non-profit organization dedicated to reducing the environmental impact of laboratories by building a culture of sustainability through science and directly engaging scientists and the teams of people who support them. Our members and supporters range from small laboratories to some of the science community's largest corporations and academic institutions. We develop standards, oversee their implementation, and inspire the many behavioral changes that are needed throughout the science community. In addition to motivating behavioral changes in and around the lab through easily and rapidly implementable tools with clear measurement and verification, we are also leading data-driven research into environmental health impacts and resource consumption.

Since our founding in 2013, MGL has grown from a grassroots effort to the most influential organization in the laboratory sustainability space. We are excited to invite an exceptional Market Development Representative to help us continue to grow our impact globally.

## Key Responsibilities

The key responsibilities of this position include, but are not limited to:

### Lead Generation

Identify and develop new outbound leads through attending conferences, online research, cold calling and liaising with partner organizations to ensure a robust funnel of new potential prospects.

### Business Development

Public face of the My Green Lab organization that shares our mission with the scientific community. Build partnerships and relationships with key industry associations and organizations to reach new markets and customers.

### Sales

Manage all aspects of the sales process including, proactively following up on inbound and outbound leads, creating proposals, and closing deals in line with My Green Lab's aggressive growth and impact targets. Ensure all leads and opportunities are tracked properly and updated regularly in CRM platform.

### Account Management

Work with the Programs team to ensure appropriate project timelines so that contracts are executed on time and above expectations. Gather customer feedback to improve processes and manage and grow long term relationships with accounts that lead to repeat and growing partnerships.

### Public Speaking

Represent My Green Lab at in-person and online events to raise the profile of the organization. Event responsibilities may consist of networking, lead generation, and presentations to audiences of varying size.

### Customer Onboarding and Support

Working with the Programs team, ensure the customer journey is seamless from initial contact through program completion. Requires organization and a task-oriented approach to track the customer's journey, communicate in a timely manner, follow up on expanding sales opportunities, maintain rapport with customers, and provide feedback to leadership when issues arise to ensure a quick and proactive resolution is met.

## Required Qualifications and Experience

- Demonstrated passion for MGL's mission and sustainability in general
- A track record of market/business development helping grow an organization(s) or business unit(s)
- Comfortable with public speaking and ability to have a screen presence
- Experience with the Microsoft Office 365 Suite
- Excellent written and verbal communication skills

## Preferred Qualifications and Experience

- Experience meeting sales and revenue targets in a growing organization
- Experience with a CRM
- A bachelor's or master's degree in a related field
- Experience in an industry or industries pertinent to laboratory research
- Sustainability passion and knowledge (green labs, green buildings, corporate sustainability or similar)

My Green Lab is a fast-paced and dynamic work environment, so the ideal candidate will be a flexible self-starter who embraces change and continuous improvement. The successful candidate will demonstrate interest in professional development and advancement within the role as they take on increased responsibility in line with the growth goals of the organization.

### 3 Month Tasks

- Become a My Green Lab Ambassador and complete all existing modules for the Green Lab Accredited Professional Program
- Undergo education and training on My Green Labs programs (see training document)
- Maintain protocols in line with the business development team including:
  - 24-hour response required for all delegated inbound leads
  - Conduct outreach for cold leads based on external lists
  - Schedule at least five customer meetings per week
- Conduct regular outreach to new customers including cold emails, LinkedIn research, and attending industry trade shows and events
- Run pitch presentations with a focus on the My Green Lab Certification program
- Create effective proposals and efficiently close deals to meet organization revenue targets
- Support continuous development of resources on the business development team

*My Green Lab is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.*