

Business Development Manager

Posted: June 16, 2022

Job Closes: July 18, 2022

To apply, please submit your resume and cover letter to the [Business Development Manager Application Portal](#) by **July 18, 2022**.

Job Description

My Green Lab (MGL) seeks a passionate and motivated business development manager 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 and competitive with similar nonprofit roles, 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 Business Development Manager will be part of the international revenue generation and brand building team with a focus on US based labs, manufacturers and partners. Working with the CEO, 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 sponsor relationships. The Business Development Manager 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 Business Development Manager 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 Business Development Manager 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 Business Development Manager to our Business Development and Marketing team to help us scale our impact globally.

Key Responsibilities

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

Business Development

Public face of the My Green Lab organization that shares our mission with the scientific community. Build partnership and relationship with key industry associations and organizations in order to reach new markets and customers. Communicating with technical audiences and high-level executives is a key part of this role. The selected candidate must be comfortable communicating with individuals at all levels.

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.

Lead Generation

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

Account Management

Work with the technical 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.

Fundraising

MGL fosters a culture of fundraising and business development at every position within the organization. Play a key part of MGL's annual fundraising campaign and support the CEO on relationships with key accounts, while ensuring sponsors get the appropriate recognition through our marketing platforms.

Required Qualifications and Experience

- Demonstrated passion for MGL's mission and sustainability in general
- A track record of business development experience helping grow an organization(s) or business unit(s)
- Experience meeting sales and revenue targets in a growing organization
- Public speaking experience and expertise
- Experience with the Microsoft Office 365 Suite
- Excellent written and verbal communication ability

Preferred Qualifications and Experience

- Sales experience with lead generation, pipeline management, and closing deals in line with aggressive revenue targets
- Experience with CRM software a plus
- A bachelor's or master's degree in a related field
- Experience in an industry or industries pertinent to laboratory research
- Sustainability expertise (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
- Develop and maintain My Green Lab's business development and outreach lists
 - Shared management of inbound Green Lab and ACT leads
 - Follow up on all Green Lab leads in Salesforce and generate outreach lists
 - Conduct discovery and pitch presentations with potential partners
- Conduct regular outreach to new customers including emails, LinkedIn research, and attending industry trade shows and events
- Create effective proposals and efficiently close deals to meet organization revenue targets
- Attend client close-out meetings and gather feedback for continuous improvement
- Successfully seek conference attendance and presentation opportunities to raise the profile of My Green Lab

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