

Education Management Systems

JOB DESCRIPTION

Job Title:	Chief Business Development Officer	Dept:	Administration		
Reports To:	President	Work Class:	Executive	FLSA Status:	Exempt

General Summary:

As a member of the Executive Management Team, the CBDO goal will be to increase the student enrollment and retention nationwide by 20% per year. The CBDO serves as the senior leader in developing new business opportunities, nationally and internationally, and overseeing the expansion of existing business by developing strategic partnerships, identifying potential growth opportunities, and overseeing internal development departments including Charter Development, District Relations, Marketing and Public Relations. Will be instrumental in the creation and execution of strategic planning initiatives to maximize Company market share and profitability. Will develop a roadmap for new business development efforts and build detailed functional business plans for key strategic growth initiatives.

Essential Functions include, but are not limited to the following:*

- Directing and managing the Charter Development Department on charter growth initiatives
 - Design, implement, and manage processes in support of business development plan.
 - Building and maintaining high-level contacts with current and prospective authorizers and other business and project partners.
 - Managing prospects from introduction through contract award. This includes identifying new authorizers and districts, developing different approaches to the market, proposal preparation, submission, and negotiations etc.
 - Developing a good working knowledge of corporate governance to allow for clear, confident communications with all new-business prospects.
 - Developing new lines of business to achieve the company's mission.
 - Identifying potential organizations for merger or acquisition to expand existing services or bring new services to the organization.
 - Identify, explore, and coordinate the development of new strategic initiatives as well as new product opportunities in support of strategic imperatives
- Directing and managing the Marketing Department
 - Designing and developing market-driven products and services.
 - Overseeing marketing programs and partner channels that increase the company's revenues and student base.
 - Produce in-depth market assessment, sales information and student retention data to define gaps in business strategy and develop recommendations for action based on data-driven analysis
 - Oversee research for key strategic initiatives, including identification of key issues, management of student research, analysis, and development of comprehensive business cases
 - Track key industry trends such as regulatory and competitive challenges, and develop plans and recommendations to mitigate and manage these emerging risks
 - Ensure that market and competitive information remains current and that all constituents are up-to-date
 - Support special projects and marketing initiatives designed to increase student enrollment and enhance charter retention.
 - Assists with other projects, functions and duties as assigned to the marketing department.

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- Directing and managing the District Relations and Public Relations Department
 - Developing and maintaining external relationships with regulators and key associates (public relations presence).
 - Promoting a student oriented focus and advocate strong client relationships.
 - Pursuing the development of strategic partnerships, relationships and alliances with various community organizations, other charter schools and school districts.
- Other responsibilities include:
 - Creating an annual business development plan based on the annual strategic plan collectively developed by the Executive Management Team.
 - Assuring strategic alignment between departments for business development initiatives.
 - Overseeing strategic planning processes to ensure strategies align with market and support a student minded approach.
 - Acting as a contact for industry consultants.
 - Own the development and delivery of the division's annual strategic plan.

Knowledge, Skills and Abilities Required:

- Proven leadership skills as a senior executive leading a company or major division of an organization
- Strong communication and negotiation skills
- Ability to build community, school and district partnerships and maintain working relationships
- Strong interpersonal relations skills
- Demonstrated ability to mentor other executives and leaders within the organization
- Proven track record in successfully managing a profit center
- Proven track record building and developing successful teams
- Knowledge of education policy issues and familiarity with charter schools and traditional schools sectors in different states
- Knowledge of education developments and progress
- Understanding of nonprofit and for profit organizations
- Availability to travel up to 30% of the time within and outside California

Education and Experience:

- National experience working in education, specifically in the capacity as a charter school authorizer preferred.
- MBA or equivalent education and experience required
- 10+ years in progressively responsible business development leadership roles

*The specific statements shown in each section of this description are not intended to be all inclusive. They describe the general nature and level of work being performed and/or represent typical elements and criteria considered necessary to successfully perform the job. The Company retains the discretion to add to or change the duties of the position at any time.