DIRECTOR OF BUSINESS DEVELOPMENT
(updated as of 8.22.2023)

ABOUT THE POSITION

This is an exciting opportunity for an individual looking to deepen a career at the intersection of clean energy and social justice. The Director of Business Development is responsible for pursuing and cultivating strong relationships with municipalities, utilities, and other entities that can help Groundswell expand its programs and projects within new markets.

In addition to identifying, originating, and qualifying new opportunities, the Director will lead Groundswell’s internal teams through the entire business development lifecycle pursuant to grant awards and/or contract officialization. This highly visible role will oversee all elements of scaling our programs, deepening our existing impact, and elevating our presence in new markets. The Director will identify the best selection of Groundswell’s products and services for an intended customer, distinguishing between standalone programs and packaged offerings and making informed recommendations as such.

Reporting to the Chief Operating Officer, the Director of Business Development must have exceptional communication and relationship-building skills, a background in clean energy is preferred, and an ability to quickly develop a deep understanding of Groundswell’s products and services and their relevance to various customer segments. The Director will use their knowledge of the industry and interpersonal skills to effectively survey and “prime” new markets prior to clean energy program inception, generate qualified opportunities, negotiate contract terms in conjunction with the CEO and COO, and maintain relationships as necessary to see them through to close. The ideal candidate is someone who has proven success in sales and/or business development with municipalities, utilities, and/or in the private sector.

KEY RESPONSIBILITIES

Market Development & Sales Pipeline Management

- Develop a comprehensive sales strategy, in coordination with senior leadership, to drive revenue growth and scale impact in new and existing markets. Core components of this strategy should include, but are not limited to:
  - An assessment of, and recommendations for improvement on, the marketability and selling proposition of Groundswell’s current programs – Equitable Community Solar, Energy Efficiency, and Resiliency (Solar+Storage) programs and projects.
  - A prioritization of geographies – from a national scope – for expanded deployment of programs and projects.
- Develop and maintain a pipeline of potential opportunities and serve as Groundswell’s point of contact for external sales, including initiating and leading business development conversations with potential new clients in coordination with Program Leads, highlighting the organization’s suite of clean energy services.
- Monitor and analyze sales metrics to track progress towards financial targets and adjust strategies and/or tactics as needed.
● Coordinate regularly with Program Leads to stay informed on the status, current structures, and marketability of Groundswell’s projects and programs.

● Develop prospectus’ and/or proposals for Groundswell programs specific to potential clients or opportunities, as well as general implementation strategies, in line with market trends.

● Work closely with Groundswell’s Fund Development team to provide recommendations for project or program applications based on market insights and trends.

● Drive the identification and development of new business opportunities, including leading strategies for business development campaigns.

● Regular coordination with Groundswell’s research team to maintain an awareness of the policy landscape and market trends, to track emerging market opportunities, and make recommendations for new market entry.

● Lead the proposal crafting effort in partnership with Energy Programs, Subscriber Management, Operations, Development, and Finance teams, etc.

Strategic Partnership Development & Engagement

● Proactively identify and develop relationships with key stakeholders in prioritized markets for program expansion. Key stakeholders may include municipalities, utilities, and third-party developers.

● Represent the organization at industry-related events, effectively networking with and educating potential stakeholders about Groundswell’s programs.

● Drive the identification and development of strategic relationships with industry sector leaders, as well as local stakeholders in specific geographies.

● Serve as the key client relationship manager, lead the development, and execution of Groundswell’s external engagement strategy.

● Identify core partners for Groundswell’s key program areas and build long-term relationships through strategic engagement and project deals.

Groundswell Brand Development

● Oversee and manage Groundswell’s external affairs efforts to drive the development of a refined Organizational Brand, highlighting Groundswell’s competitive positioning and informed by market trends.

● Ensure that a refined and concise perspective of Groundswell’s Brand is included in all external market pitches and sales discussions.

● Identify Groundswell’s targeted client’s needs and propose recommendations to further ensure our product offerings are optimized accordingly.

ADDITIONAL RESPONSIBILITIES

As a member of the Groundswell team, the Director of Business Development is expected to participate in the overall execution of Groundswell programs:

● Represent Groundswell in public forums and engage with institutional partners and vendors.

● Support the pursuit of opportunities aligned with the Groundswell mission.
Seek opportunities to drive continuous improvement in Groundswell programs, processes, and procedures; and
Identify and respond to emerging risks and opportunities.

In this work, the **Director of Business Development** will reflect Groundswell’s Core Values (see Strategic Plan deck). Key values that will be uplifted through this role include:

- **Integrity**: We uphold the values of Groundswell in every action and decision. We hold ourselves accountable for gathering facts, sweating the details, performing analysis, and validating decisions.
- **Transformation**: We are smart, adaptable, learn from our mistakes, and are willing to be the first to try new things.
- **Respect**: We respect and treat each other with dignity. We value each other’s contribution to the team. We treat our commitments with respect.

**OTHER DUTIES**

This position description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Duties, obligations, and activities may change at any time with or without notice.

**COMPETENCIES OR SPECIALIZED KNOWLEDGE**

- Relationship management and cultivation driven by excellent interpersonal skills.
- Knowledge of clean energy and energy justice sector.
- Proven business development, sales, or marketing experience.
- Superb organizational, strategic planning and leadership skills.
- Excellent verbal and written presentation and communication skills.
- Ability to persuade and negotiate with a variety of potential clients.
- Ability to analyze, problem-solve and make decisions informed by detailed research and evidence-based sector knowledge.
- Range of nonprofit, corporate or government experience.
- People-oriented and results driven.
- Ability to adapt to changing environments.

**SUPERVISORY RESPONSIBILITIES**

This position has no supervisory responsibilities at this time.

**WORK ENVIRONMENT**

In alignment with Groundswell’s office re-entry plan, individuals will be required to work in a hybrid setting per the remote work and re-entry plan policies.

**POSITION TYPE AND EXPECTED HOURS**

This is a full-time position. Days and hours of work are Monday through Friday, 9:00 a.m. to 5:00 p.m. Occasional evening and weekend work may be required as job duties demand.

**TRAVEL**
Frequent regional travel expected for this role.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in business administration, marketing or a related field.
- MBA preferred but not required.
- 5+ years of leadership experience in business development ideally from within the clean energy or related industries.
- Solid understanding of sales, marketing, and business development strategies necessary to build business relationships with prospective partners and clients resulting in contract execution.
- Sound knowledge of the clean energy industry as it relates to community solar, resilience, and energy efficiency.
- Highly resourceful and comfortable working both independently and within team environments.
- An existing network of clean energy industry contacts is preferred but not required.

SUPERVISION

The Director of Business Development will report to the Chief Operating Officer.

COMPENSATION

Compensation for this position is in Groundswell’s established pay band for the Director title, with a full-time employee benefits package.

BENEFITS

- Groundswell pays 100% of the monthly premium for health, dental, vision, and long-term disability for full-time employees in accordance with Groundswell’s policy. Groundswell also covers 50% of spouses and dependents covered under the Groundswell healthcare, vision, and dental plan.
- Matching 401 (k) plan contribution by Groundswell up to 4% for employees who choose to contribute to Groundswell’s 401 (k) plan, with immediate vesting.
- Monthly Development Days to focus on professional development opportunities.
- $45 per month to reimburse cellular phone use for business purposes.
- $75 per month to reimburse home internet access for business purposes.
- Fifteen (15) paid vacation days per year; eight (8) sick days; and two (2) personal days. Vacation and sick leave accrue at the start of your employment, restart each year on January 1, and increase with tenure. Personal days begin after six months of employment.
- Groundswell also takes nine (9) paid federal holidays and a holiday break from December 24th to January 1st (inclusive).
- Short-Term Disability Insurance, Long-Term Disability Insurance, and Voluntary Life available.
- Pre-tax benefits such as Smart Benefits, Flexible spending accounts, and Dependent care are also available.

For more information about the organization’s benefits and other personnel policies, Groundswell will provide a new hire orientation within the first week of employment.
HOW TO APPLY

Candidates must submit a resume and cover letter to hiring@groundswell.org detailing their qualifications and interest to be considered for this position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

Groundswell is an equal-opportunity employer that is deeply committed to the principles of equity, diversity, and inclusiveness and seeks to create a pluralistic community for all.

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