

## Position Profile

Neighborhood Trust seeks a VP of Business Development to lead the growth of its fast-growing worker benefit suite of solutions, sold into both workplace and financial services channels. Today we have limitless potential for customer growth and user impact given our expertise in the financial struggles facing the majority of workers. The VP of Business Development will be accountable for cultivating this path to market competitiveness, scale and operational sustainability.

The VP of Business Development will adapt our business model for operational sustainability; own marketing and sales strategy and execution; own customer portfolio management; cultivate at-scale strategic partnerships; and be accountable for the overall, end-to-end customer experience. The Head of Business Development will report to the CEO and oversee a 4-person team.

## About Us

Neighborhood Trust is a national, nonprofit social enterprise and marketplace innovator creating workplace and market solutions to better meet the financial needs of low wage workers. We inform our customers how to more effectively advance and support workers' financial needs, and we co-design innovative financial products.

We reach workers through TrustPlus, our worker benefit that provides trusted guidance via our team of financial coaches and our proprietary financial wellness platform. TrustPlus is distributed nationwide through a network of employers, worker networks, financial institutions, and fintechs, with our solution integrated into worker benefits packages and financial products.

We reach workers through Pathways, a technology platform and technical assistance service sold to credit unions and other financial services providers that enables financial coaching service delivery and data capture as part of core operations.

## About You

You are a believer in systemic change to redress economic inequality and believe this change can come from new in-market solutions that challenge or persuade the private sector as customers and partners. You love to build the bike while riding it, ready to pursue aggressive sales goals today while simultaneously testing new approaches to our overall market positioning, sales strategy, and even our core business model.

You are both seasoned and scrappy. You lead by example and are ready for Year 1 (or more) to involve lots of direct sales to see what works—iterating pitch and strategy across various customer segments—and then, from there, institutionalizing this approach into a playbook and systems for the team.

### **Your Responsibilities:**

- Oversee TrustPlus' and Pathways' commercial growth and success. Design and execute on a business development strategy to achieve a 3-year goal of a national at-scale portfolio of paying customers.
- Partner with CEO and VP of Innovation to consider adaptations to, and potential consolidation of, our social enterprises in pursuit of a focused and sustainable at-scale solution. Incorporate new solutions from the Innovation Team that are ready for go-to-market.
- In partnership with the VP of Innovation, build an end-to-end customer experience that both supports the delivery of an institutional-level solution and achieves portfolio growth and customer satisfaction goals.
- Develop and implement sales strategy that incorporates client segments, market opportunities and competitive forces with an eye to delivering growth at scale
- Build and iterate full sales cycle from strategy development, prospect creation, and negotiation to deal closure; including necessary infrastructure and tracking and reporting systems development.
- Lead and manage a 4-person Sales and Relationship Management team.
- Collaborate with our Communications Manager to support strong and visible Neighborhood Trust / TrustPlus / Pathways brand identity, in service to diverse customer, funder, peer, and policymaker stakeholders.

### **What You Have:**

- Strong commitment to our [core values](#) and the Neighborhood Trust purpose of transforming workplaces and financial services to be more equitable and inclusive.
- Passion for building an at-scale financial wellness solution for workers.
- Belief in the social enterprise business model in which our nonprofit status serves as a competitive differentiator that propels growth and which holds us accountable for market competitiveness and sustainability via earned revenue while creating social impact.
- Belief in the potential for financial services innovation to create economic opportunity, with particular interest and experience in the workplace, fintechs and / or Credit Unions and CDFIs.
- Excellent oral and written communications skills. A powerful presenter.
- Strong powers of persuasion and the ability to close the deal- as a vendor or a strategic partner.
- Proven ability to inspire, coach and influence direct reports, senior leaders, Board members and other staff.
- An ownership mindset with an ability to build something new in a high potential and high impact market, own your work and be invested over the long-term.
- Data-driven. Results-oriented.

### **What You Bring:**

- 5-8 years of business development/sales experience, with a demonstrated ability to sell into new markets and close opportunities with Fortune 1000 companies and complex entities (e.g., financial institutions, health care entities, public institutions)
- Experience in a start-up, or with bringing a product to market, developing marketing / pricing and / or sales strategy and operation.
- Experience selling. Demonstrated capacity to prospect and qualify lead and close deals.
- Strong interpersonal skills, proven negotiation skills and a relentless drive to achieve results
- Excellent team management and coaching skills.
- Ability to synthesize data and help others make data-driven decisions
- Strong organizational skills and high level of attention to detail
- Experience with CRM, and in particular, Salesforce

### **Compensation and Benefits Package:**

- Total compensation available: \$140,000 to \$150,000 annually as a combination of base salary and performance-based incentives
- 100% employer-paid medical, dental and vision premiums for employees.
- Eligible for 401(k) participation immediately, with up to a \$1K per year in employer match, vested immediately
- 12 weeks paid family leave for full-time employees, with schedule flexibility upon return to work for eligible employees
- Generous paid time off per year - 12 paid holidays, 15 vacation days (grows with tenure), 6 personal/sick leave days, 1 civic engagement day
- While periodic travel will be required to our headquarters in New York City, this position can be performed remotely and candidates located anywhere in the U.S. are encouraged to apply.

### **How To Apply:**

Please send resume and cover letter to Justine Zinkin at [hr@neighborhoodtrust.org](mailto:hr@neighborhoodtrust.org) with the subject line "VP of Business Development".

### **Neighborhood Trust Employment**

We are committed to building a diverse and inclusive workplace that reflects the diversity of our clients. We especially seek applicants with lived experiences of financial hardship or systemic exclusion. Staff from all backgrounds can contribute meaningfully to our mission, and we recognize that those who come from the communities we serve have a uniquely powerful perspective.

*Neighborhood Trust is an equal opportunity employer and we are committed to equal employment opportunity in all decisions related to employment, promotion, wages, benefits and all other privileges, terms and conditions of employment.*