

Business Development Associate

The Horticultural Society of New York is seeking an energetic and dedicated Business Development Associate to help drive our sales and grow our business in the non-profit sector. This position will attract new clients and build solid relationships with them while maintaining and expanding existing relationships. Other duties will include conducting market research, developing business strategies, managing a variety of new projects as well as identifying new business strategies within the horticultural field. This position will collaborate with Senior Director of Horticulture to grow business in the Hort's four main program areas: Horticulture, Education, Public Programming and Horticultural Therapy. The ideal candidate is passionate about the Hort's mission and excited to help support that mission through growing its client base. The nature of the work requires flexibility, attention to detail, and a good sense of humor.

The mission of the Horticultural Society of New York is to improve human life through horticulture. Our social service and public programs educate and inspire, growing a broad community that values horticulture for the many benefits it brings to our environment, our neighborhoods, and our lives.

Responsibilities Include:

- Using The Hort's vision and mission, develop strategies to accomplish set goals and objectives
- Conducting market research and identifying potential clients
 - Cultivating strong relationships with new clients, while maintaining existing client information.
- Working City Council Members and local politicians to help grow the Hort's impact through government funding allocations
 - Building relationships with city council offices to expand the Hort's work throughout the city
 - Continued correspondence with government offices to maintain important relationships
- Creating and building out a CRM database
- Working closely with staff across departments to implement growth strategies
- Developing and implementing sales strategies, client service and retention plans, and analyzing sales data to inform marketing strategies
- Assist with drafting business plans, sales pitches, presentations, reference material, and other documents as required
- Ability to manage multiple projects at the same time while meeting deadlines
- Help identify new business opportunities and partners
- Demonstrate strong interpersonal skills with the ability to engage with various levels of management, staff, and clients
- Track and report the status of proposal components

- Work on creating pricing model to create consistency in proposals
- Prepare and submit sales contracts
- Marketing and social media engagement for strategic clients

Required Qualifications

- Bachelor's degree in business management, marketing, horticulture, or related field
- 1-3 years of relevant work experience in business development, horticulture, or similar field
- Government Affairs experience
- Networking and creating long-term trust-based relationships are necessary
- A successful candidate must have excellent people skills, be able to solve problems creatively, have excellent oral and written communication skills
- A proven history in developing and closing targeted sales
- Proficient in Microsoft Office and relevant software.
 - Experience with Salesforce is a plus
- Strong organization and project management skills
- Ability to work independently and manage multiple projects at once.
- Must have strategic and analytical skills and the ability to "think outside the box"
- **All employees must be fully vaccinated against COVID-19 prior to their start date**

Physical Requirements.

- Able to sit and use a computer for extended periods of time.
- Ability to travel around the city via public transportation to attend client meetings and assess potential job sites

Benefits

The Hort offers all Full-Time regular employees a generous Paid Time Off package, termed Life Insurance Policy and Employee Assistance Program. Pre-tax benefits include transit, Flexible Spending Account, medical, dental, and vision insurance.

Additional Details

- Rate: \$65,000 - \$70,000
- Employment Classification: Full-Time Regular
- Reports To: Senior Director of Horticulture

How to Apply

To be considered please email a thoughtful cover letter, resume, and two references to jobs@thehort.org with 'Business Development Associate' in the subject line. No phone calls.

The Hort is committed to workplace diversity and inclusion. It is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal state or local law.

We provide reasonable accommodations to qualified individuals with disabilities to enable them to perform the essential functions of the job. Reasonable accommodations are also available for these individuals during the hiring process. Please email jobs@thehort.org should you require a reasonable accommodation during the hiring process.