Business Development Associate

The Hort is seeking an energetic and dedicated Business Development Associate to help grow our client base across our main program areas: Horticulture, Education, Horticultural Therapy, and Public Programming. Reporting to the Senior Director of Business Development, the Associate supports the full business development lifecycle, from prospecting and lead generation through contract handoff, client onboarding, and ongoing account support. The role also includes conducting market research, contributing to business strategy, managing new projects, assisting with government relations research, and monitoring RFP/RFI opportunities for city and state funding. The ideal candidate is passionate about The Hort's mission and excited to advance it by bringing in new clients and strengthening existing relationships. The work requires flexibility, attention to detail, and a good sense of humor.

The Horticultural Society of New York brings plants into the places where daily life happens, especially in neighborhoods with the least access to green space. We turn "unplantable" urban spaces (sidewalks, medians, traffic triangles, and streets) into gardens and plantings that last. We engage communities through learning, wellness, and paid work, so the benefits of plants are more accessible to New Yorkers across our city.

Responsibilities

New Business Development

- Conduct market research on new clients depending on strategy and campaign
- List generation
- Inbound trafficking: outreach, meetings, and checking Hort Services/Info emails to follow up on new leads
- Campaign deployment: tracking, coordinating communication, sales collateral, checklist/site list, and contract handoff to appropriate program area
- Support conferences, offsite events, programming, and other business development tasks as needed

Prospect Research/Pipeline Support

- Research and compile targeted prospect lists of potential clients, including city agencies, elected officials, BIDs, property managers, and community partners
- Update and maintain prospects list, maintain existing lists sales and outreach campaigns

Client Onboarding

- Ensure seamless transition of new clients from the sales team to program/operations teams
- Transition new clients to their assigned account lead, including scheduled satisfaction check-ins

Existing Business & Account Management

- Contract development: drafting, signing, renewals
- Upselling and cross-selling: identify opportunities for added value

- Campaign deployment focused on the existing client base
- Relationship management
- Cultivation communications
- Create and review sales collateral
- CRM Management

RFP/RFI Research

- Regularly monitor the NYS Grants Gateway (grantsmanagement.ny.gov) and the Passport System for relevant city and state funding opportunities
- Develop and maintain a system for tracking potential funding opportunities once identified

- Other tasks, as directed

Qualifications

- 1-3 years of relevant work experience in business development, horticulture, or similar field
- Demonstrated experience networking and creating long-term trust-based relationships Excellent interpersonal skills
- Strong oral and written communication skills
- Demonstrated success developing and closing targeted sales
- Proficient in Microsoft Office and relevant software.
- Experience with HubSpot, or similar CRM systems, 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"

Preferred Qualifications

- Government Affairs experience

Physical Requirements.

- Able to use a computer for extended periods of time.
- Ability to travel around the city via public transportation to attend client meetings or conduct site visits

Benefits
The Hort offers all Full-Time regular employees a generous Paid Time Off package, term life insurance policy, and Employee Assistance Program. Pre-tax benefits include transit, Flexible Spending Account, medical, dental, and vision insurance. A 401(k)-retirement plan is available after one year of service.

Additional Details

- Salary: $55,000 - $65,000 annual salary
- Employment Classification: Full-Time Regular
- Reports To: Senior Director of Business Development
- Work Location: In person- Midtown Office
- Schedule: Monday through Friday, with occasional evening and weekends as necessary

How to Apply
Please include a brief cover letter detailing your interests along with the completed application and resume. To be considered, click here to submit your application and required materials. Only complete applications will be reviewed. No phone calls.

Please be advised that due to the high volume of applicants, we can only contact candidates whose skills and background best fit the open positions' needs. Thank you for your interest in employment opportunities at The Horticultural Society of New York.

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 accommodation 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 reasonable accommodation during the hiring process.