



# BELAY

KRA – Key Results Area(s)

## **Role: Strategic Partnership Consultant**

### **Reports to: Sales Manager**

The focus of this role is to develop meaningful partnerships that generates quality leads that ultimately translates to serving more clients via our services. The Strategic Partnership Consultant will accomplish this goal through networking, relationship building, establishing and maintaining partnerships, affiliates and sponsorship events. The ideal candidate has a strong background in relational marketing and referral business building. He/she also possesses excellent communication skills (both written and verbal), a positive sales track record and the tenacity to follow up on both the strategic and tactical components of the role while creating clarity for the partnership. This role is chess not checkers and will require pulling in leaders at various levels at various times for the focus listed above. While this is a work from home opportunity, meetings and/or events tied to networking, sales, and marketing will occur outside of the home. Monthly travel is expected and overnight stays, over multiple days, will be required at times.

As a member of the BELAY Corporate Team, you are expected to participate in phone calls and meetings (virtual and onsite), while serving as an example of the company's mission: BELAY exists to glorify God by providing solutions that equip our clients with the confidence to climb higher.

The wins for this role look like this:

- 1. Represent BELAY in a positive and professional manner**
  - a) Exemplify our Core Values and Mission Statement to live out BELAY's culture each day.
  - b) Collaborate with and help teammates while maintaining a positive and professional attitude; fostering teamwork.
  
- 2. Networking and Affiliate Partner Development**
  - a) Own new and inherit existing partner and affiliate relationships with efforts directed toward actions that drive the relationships forward and meet return on investment (ROI) expectations. Inclusive of operational/tactical components such as:
    - 1) Leveraging our CRM (Infusionsoft)
    - 2) Communication strategy and implementation (newsletters, eblasts, meetings, etc.)
    - 3) Project management (Basecamp) organization, task follow up and follow through, and always moving the ball forward
  - ii) Internal and External Partner & Affiliate Relations - partnerships (including tiered), events, conferences, industry influencers and sponsorships
    - 1) Show care, appreciation and gratitude by reaching out via courtesy/satisfaction calls , giving Frugal WOWs, helping other partners with leads/connections, and other ways of adding value to partners that do not necessarily directly benefit BELAY
  - b) Review and approve requests for proposals (RFPs) for all sponsorship opportunities
    - i) Provide leadership for the analysis on approvals including lead potential, alignment, expected ROI with supporting data, resource expectation and cost vs. budget and the "why"
  - c) Assist in business development by creating new networking connections, attending events and driving relationships of strategic nature forward to further the growth of BELAY and our brand
  - d) Generate and produce quality leads for the Solutions Consultants to convert to sales
  - e) Events and/or meetings (local/offsite) with ROI and attendance in mind
    - i) Plan, host and execute outward facing/public events for brand awareness and lead generation
    - ii) Attend 1 networking event per month
  
  - f) Collaborate with sales to identify possible partnership opportunities, Master Level Agreement support and facilitate smooth transition from sales into partnerships and vice versa

### **3. Operational Responsibilities**

- a) Ensure all data and connection communication is captured in our CRM application (Infusionsoft) in live time and properly leveraged for prospecting or ongoing networking
- b) Lead the creation of content, campaigns, tags, sequence creation, drip campaigns and email marketing development in our CRM application for initiatives that align with networking and partnerships
- c) Monthly reporting and dashboard completion
  - i) Affiliate and Referral Partner conversion numbers:
    - 1) Lead generations, updates/trends, engagement levels, pay-outs, next steps and more
  - ii) New connections data and/or event reporting analysis, timelines and next steps
  - iii) Be available for ad-hoc reports/updates/check-ins with CEO or other members of the Leadership Team

This role is a full-time, exempt, W-2 role with our company. The compensation will be a base salary plus commission and travel is expected. If you join BELAY, you'll be joining a top-notch company with a world-class reputation. Expect to work hard & play hard. Expect to have fun while being on the front-end of a growing, vibrant company.