

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 to The Hort and build solid relationships 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 report to the Senior Director of Business Development and collaborate with the Business Development Manager 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 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 create green spaces in all neighborhoods as a vital part of social infrastructure, train people for jobs that grow and sustain green communities, and develop fresh approaches to improve New Yorkers' health, well-being, and environment through horticulture.

Responsibilities

- Use The Hort's vision and mission, develop strategies to accomplish set goals and objectives for business development campaigns.
- Conduct market research and identify potential clients
 - Cultivate strong relationships with new clients, while maintaining existing client relationships
- Client Outreach
 - Email communication and tracking
 - Scheduling meetings and follow-ups
- Work with City Council Members and local politicians to help grow The Hort's impact throughout NYC neighborhoods
 - Build/ maintain relationships with city council offices to expand the Hort's work throughout the city
 - Meet with Council Offices to establish projects, secure allocations and plan for implementation
- Work within CRM database, HubSpot
 - Input and update client data
 - Follow Processes to ensure data integrity
 - Log email communication
- Contracts Administration
 - Support tracking and uploading contracts to CRM and SharePoint
 - Draft proposals as needed
 - Communication of key details within contracts to program operations teams
- Assist with implementing sales strategies, campaigns, client service and retention plans, and analyze sales data to inform marketing strategies

- Assist with drafting business plans, sales pitches, presentations, reference material, and other documents as required
- Support conferences, offsite events, programming, and other tasks as needed

Required Qualifications

- 1-3 years of relevant work experience in business development, horticulture, or similar field
- Government Affairs experience
- 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"
- **All employees must be fully vaccinated against COVID-19 prior to their start date**

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, termed Life Insurance Policy and Employee Assistance Program. Pre-tax benefits include transit, Flexible Spending Account, medical, dental, and vision insurance.

Additional Details

- Rate: \$55,000 - \$60,000 annual salary
- Employment Classification: Full-Time Regular
- Reports To: Senior Director of Business Development
- Schedule: Monday through Friday, with occasional evening and weekends as necessary

How to Apply

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 needs of the open positions. We appreciate 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.