

## BUSINESS DEVELOPMENT SPECIALIST

### NATURE OF WORK

This is a professional position identifying opportunities to market the services of Aging Partners to the medical community, health care systems, human service businesses, insurance companies, home building industry and the general public in ways that will generate revenue.

The position will collaborate with local community partners to expand the revenues available to support the activities and programs of Aging Partners. Position will lead segments of the Agency from the current social service model to a business model where appropriate. Independent judgment is exercised in the application of professional skills and principles within the framework of established governmental and department guidelines and policies. Supervision will be exercised over subordinate staff that provide both subsidized services and fee for service activities.

### EXAMPLES OF WORK PERFORMED

Reviews existing programs to identify revenue-generating opportunities; researches cost recovery programs in use by other related agencies for applicability within Aging Partners.

Directs the implementation of the revenue generating opportunities; works with the Director, Public Relations and Marketing Manager and others in the Agency and community.

Builds partnerships with hospitals, health departments, insurance companies, the state insurance agency, Nebraska AARP, home health care agencies and others to develop and expand revenue generating business opportunities.

Develops cost analysis, budget documents and workplans for programs recommended for implementation; works with the senior management team to identify staff and training needs.

Identifies grant opportunities that can provide support for implementation of sustainable fee for service programs and works with grant writers to create compelling case statements that will result in start-up capacity funding.

Plans, organizes, reviews and supervises the work of subordinates engaged in fee for service activities.

Performs related work as required.

### DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of principles and methods of organization and management.

Knowledge of non-profit and for-profit organizations.

Ability to analyze problems and opportunities, plan and implement programs designed to generate revenue for the Agency.

Ability to establish and maintain effective working relationships with community leaders, public officials and the general public.

Ability to communicate effectively both orally and in writing.

#### MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university with major coursework in public or business administration, finance, marketing, public relations or a related field plus two years of experience in business development, finance, marketing, public relations, or related field; or any equivalent combination of training and experience that provides the desirable knowledge, abilities and skills.

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