



Director, Sales and Outreach Position Specification





Director, Sales and Outreach

Reporting To	Chief Executive Officer
Direct Reports	Customer Service Manager
Location	Remote from headquarters in Jacksonville, FL

Background

Mission & Impact

The Monique Burr Foundation for Children (MBF) is a nonprofit organization dedicated to protecting children by providing the best comprehensive, evidence-based prevention education programs to grades Pre-K - 12. MBF Prevention Education Programs are comprehensive, evidence-based/evidence-informed, primary prevention programs based on polyvictimization research that educate and empower children, youth, and all relevant adults with information and strategies to prevent, recognize, and respond appropriately to child abuse (physical, emotional, sexual, and neglect), exploitation/trafficking, bullying, cyberbullying, and digital dangers. MBF programs are built on two foundational elements, the MBF 5 Safety Rules© and Safe Adults. MBF programs are developmentally appropriate and fun for kids while providing them with the language and understanding around how to keep themselves safe.

Today, MBF is a \$3M nonprofit and leader in prevention education with programs serving 2 million students each year - and since inception its programs have served 11 million youth globally. MBF reaches youth in 39 states, Washington D.C., and six other countries including Bermuda, Cayman Islands, New Guinea, Czech Republic, South Korea and Canada. Over the last five years MBF has reached 660,000 students on average across Florida alone and has provided prevention education curricula to over 10,000 schools, child advocacy centers, and other youth-serving organizations.



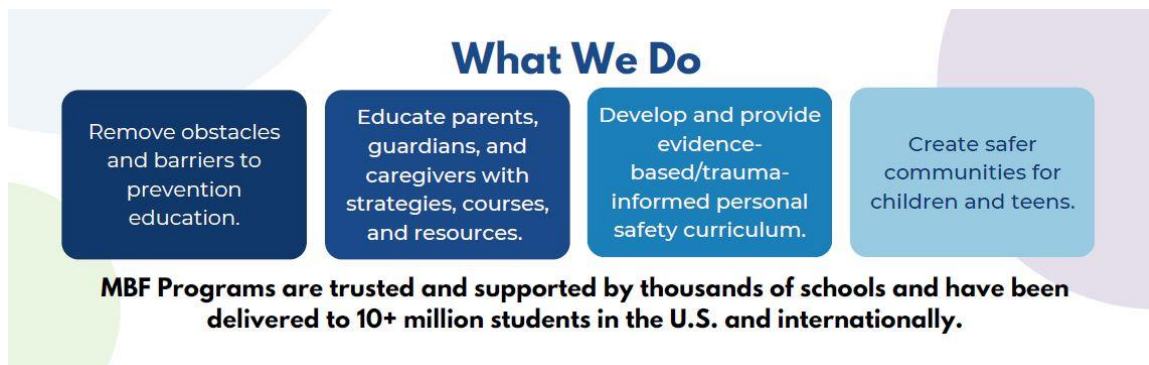
**1 out of 3 girls &
1 out of 5 boys**
will be sexually abused before
they reach age 18

**90% of child sexual abuse victims
know the perpetrator**



History of the Monique Burr Foundation

MBF was started by Edward E. Burr in 1997 on the one-year anniversary of the death of Monique Burr, his late wife, to continue her legacy of child protection and child advocacy. The organization's strategies have evolved, but its core mission has remained the same - to protect children by providing the best comprehensive, evidence-based prevention education programs.



Recent Highlights

In 2022, MBF recruited Tanya Ramos Puig to serve as MBF's Chief Executive Officer. Tanya brought to the organization three decades of leadership in the nonprofit space where she has been well known for her changemaking and youth advocacy. In the last year, she has brought renewed energy and focus to MBF. She has also increased the organization's fundraising and network of supporters, securing a significant partnership with Goya Foods, the largest Hispanic owned food company in the US. Additional highlights include:

- Developing and launching prevention programs for children in Pre-K years.
- Securing first-ever multi year grants from the Ray & Kay Eckstein Foundation and Goya Foods.
- Piloting the [Inclusive Child Abuse and Victimization Prevention Education](#) project for children with special needs.

MBF Partners



You may learn more about MBF's [programs](#) and related offerings online, including their, [Bullying Prevention Month Toolkit](#) and lesson plans, [Resources for Parents](#) and free [Webinars](#).



The Role

Scope and Responsibilities

MBF is at an inflection point. With a foundation of successful curricula, a growing community of supporters, and a strong Board and staff, the organization seeks to further strengthen its earned revenue through sales and scale impact. To advance this effort, MBF seeks a Director of Sales and Outreach.



This position will be a national leadership position, guiding the team to increase the reach of MBF's curriculum and trainings nationwide and globally. The Director of Sales and Outreach will build the customer base for the organization,

promote sales, increase profit margins, and enable MBF to be seen as a leader in the prevention education space. MBF is dedicated to protecting children from bullying, cyberbullying and all types of child abuse and exploitation by providing prevention education to schools, extra-curricular and athletic programs, summer camps, child advocacy centers, and other child-focused groups.

This position will report to and work in close collaboration with MBF's dynamic CEO, develop an annual sales strategy to strengthen MBF's place in the market and drive measurable growth. MBF is seeking an experienced leader with the ability to motivate and develop staff along with analyzing MBF's offerings and identify new audiences and marketing opportunities.

Specific Responsibilities

- Working in partnership with MBF's CEO and staff, serve as both a builder and an operator; develop and execute on an operational plan for MBF's earned revenue model. The plan will consist of sales/revenue goals, comprehensive strategy, metrics, and use of the organization's current Customer Relationship Management Platform (Salesforce) to capture the sales cycle and advance automation of tasks.
- Create a pricing model that enables MBF to have a competitive edge in the marketplace and grow its footprint nationally and internationally.
- Work with the marketing team to develop and execute on an outreach plan to promote program growth.
- Identify prospective customers, develop, and execute on lead generation & conversion.
- Maintain a portfolio of sales partners and increase partnerships by developing, executing, and managing annual and multi-year cultivation/growth plans.
- Develop earned revenue projections in partnership with the finance team.
- Responsible for supporting the customer service team focusing on growth in Florida and in other markets.



- Oversee implementation of practices that will ensure best-in-class customer service, and increased sales and renewals.
- Proactively support team members including in-person mentoring to set and reach revenue goals and maintain a culture of continuous improvement and passion for the mission.
- Recruit, hire, and train sales team members in the next 24-36 months; provide leadership to the sales team to ensure high performance.

Key Selection Criteria

- Bachelor's degree in related field of study. MA/MS/MBA preferred.
- Minimum 10+ years related work experience in a leadership role, acting as both a manager and hands-on implementor, experience in the non-profit sector preferred.
- Track Record of growing earned revenue and sales, ideally curriculum sales.
- Proven ability to develop and track meaningful metrics, with an analytical focus towards improvement.
- Experience with key tools and levers that drive sales performance - CRM systems, Pricing/Forecasting, Sales/Fundraising, Marketing Training, and Partnership Development.
- Collaborative and results-oriented approach to setting and meeting goals.
- Experience working successfully across teams to establish shared priorities and a clear vision for execution; an ability to be successful and thrive in an entrepreneurial structure.
- Excellent writing and communication skills in English. Fluency in a language other than English a plus.
- Some evening and/or weekend work.
- Travel required.

Personal / Professional Attributes

- Highly motivated, passionate, and creative team player with demonstrated commitment to the organization and ability to work in a collaborative, team environment.
- Proven leadership and teambuilding abilities, including ability to motivate, coach, and educate staff members and establish a culture of community.
- Vision and an ability to translate vision into a strategy; an ability to design and roll out implementation plans.
- Inspiring and engaging people leader and communicator, able to set a vision and gain followership.
- Ability to operate with a high-level of professionalism and personal responsibility.
- Self-starter who is forward-thinking, solutions oriented, able to generate ideas, and implement solutions to complex problems.
- Strong growth orientation; an ability to think strategically while also managing tactics and logistics.



- Must be able to plan and execute projects, collaborating with and implementing deliverables across multiple teams, geographies, and time zones to meet ambitious goals.
- Excellent organizational and time management skills with ability to prioritize and effectively handle multiple priorities with tight deadlines.
- Tech savvy and an ability to utilize new systems.
- Strong relationship orientation.
- Curiosity and an interest in learning.
- A sense of accountability as well as a sense of humor.

Compensation

Comprehensive health and other benefits. Salary will be commensurate with experience and potential for impact.

Application Instructions

To apply, please submit a cover letter and resume to Tedric Palmer at tpalmer@dhrglobal.com.

Contact Information

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