



POSITION PROFILE

Vice President of Sales and Marketing

Buffalo Niagara Partnership

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TalentRise, Inc.

An Aleron Company

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Buffalo, NY 14202

talentrise.com



About Buffalo Niagara Partnership

The Buffalo Niagara Partnership (BNP) is the regional chamber of commerce headquartered in Buffalo, NY, dedicated to strengthening the regional economy and supporting and empowering employers in the Western New York area.

By mobilizing members and strategic partners around common goals, the Partnership grows private investment and jobs in Buffalo Niagara through advocacy, business development, and convening.

BNP members, comprised of hundreds of regional employers of all sizes, including dozens of major investors, employ more than a quarter of a million people in the Buffalo Niagara region.

Learn more at www.thepartnership.org.

Opportunity Summary

The Vice President of Sales and Marketing plays a pivotal role in shaping the future of the Buffalo Niagara Partnership. This senior leadership position is responsible for a wide range of strategic initiatives aimed at driving growth, enhancing relationships, and strengthening the organization's reputation.



Essential Functions

Marketing and Sales Strategy:

- Create and execute the annual engagement plan for members and investors, effectively marketing the BNP's programs and services.
- Manage the sales budget, set quarterly and annual sales goals, and identify new marketing opportunities.
- Plan, execute, and analyze marketing and sales campaigns, providing regular reports to senior management.
- Stay updated on industry trends and leverage technology, including Excel, CRM, and project management software.
- Ensure consistent and effective brand messaging, encompassing content marketing, website management, and other digital marketing strategies.



Relationship Management:

- Develop and nurture strategic partnerships that enhance the BNP's reach and impact.
- Oversee PR initiatives and manage media relationships effectively.



Data and CRM Management:

- Provide leadership in CRM management, including strategy, data management, and leveraging customer data for marketing and sales initiatives.
- Oversee business intelligence data that serves the organization, ensuring data-driven decision-making.



Team Supervision:

- Supervise the Director of Sales and Director of Marketing, and lead the BNP's Strategic Revenue team of approximately seven people

Qualifications

- Proven track record of successful leadership in sales and marketing roles with a minimum of 7 years of leadership experience, including team management
- Demonstrated success in developing and executing marketing and sales campaigns that consistently met their goals
- Proficiency in technology tools used to execute plans, including Excel, CRM systems, and project management software
- Creative thinking and analytical skills
- Strong commitment to the Buffalo Niagara Partnership's mission and values



Compensation and Benefits

- Base Salary: \$115,000 - \$120,000 annually
- Flexible work schedule: 3 days onsite and 2 days working remotely
- A culture that promotes learning and career growth
- A collaborative work environment
- Access to all Buffalo Niagara Partnership virtual and in-person events
- Comprehensive benefits: PTO & Holidays; Medical, Dental & Vision Insurance; Voluntary Ancillary Benefits; EAP, and more

More Information

For additional information about this opportunity and to apply, please contact:

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