Position: Business Development Coordinator – Absolutely Accessible Kent
Employee Name:
Supervisor: Community Engagement & Advocacy Program Manager
Pay Grade Level:
Hours: 40/week
FLSA Status: For purposes of employment standards, this position is categorized as full-time, hourly (40 hours/week), “non-exempt” from the overtime provisions of the Fair Labor Standards Act. Benefits are available pursuant to Disability Advocates’ policies for a full-time employee.

Summary
The Business Development Coordinator will develop and execute a comprehensive business development strategy with stakeholders, assigned staff and key volunteers for the Absolutely Accessible Kent project. Absolutely Accessible Kent involves working with Kent County’s design and building professionals and other stakeholders to create universally designed spaces that exceed both the ADA and the Michigan Construction Code. In addition, the project seeks to expand the ongoing work on disability awareness training and technical assistance. Disability Advocates is engaged in a human centered design process to sharpen these efforts on accessibility.

Disability Advocates of Kent County is seeking a dynamic and experienced leader to spearhead an innovative initiative focused on partnering with cities to develop “master plans for inclusion”. This initiative will aim to enhance accessibility, inclusivity, and universal design principles across municipal environments. As the driving force behind this start-up initiative, the Business Development Coordinator will have the opportunity to shape its strategic direction, coordinate a high performing team & advisory council, and establish a culture of innovation and impact. This role requires a blend of entrepreneurial spirit, strategic acumen, and operational expertise to turn vision into reality.

Areas of Responsibility, Related Outcomes, and Essential Job Duties:

A. Technical Assistance—Sales: The Business Development Coordinator will expand Disability Advocate’s provision of technical assistance on accessibility and inclusive design through revenue generation by continued networking and engagement with a variety of stakeholders and stakeholder groups, the refinement of needed services and a robust and assertive sales process.

Outcomes/Outputs:
• Disability Advocates’ staff and, when appropriate, Test Pilot group members will complete 3 to 5 inclusive design projects with individual builders, architects, and developers annually and from those continuously growing associated fee-for-service revenue.
• Two new contracts for accessibility services with area businesses or municipalities will be won each year.

Essential Job Duties:
1. The Business Development Coordinator will increase fee-for-service accessibility services and consultations provided to area businesses, community groups, individual builders, architects, and/or developers each year through a robust and assertive sales process.
   a. They will lead market research and analysis to identify opportunities and challenges.
   b. They will develop strong relationships with our current design community and construction partners to increase sales opportunities and cultivate further leads.
c. They will coordinate marketing efforts with the Resource Development team in support of the sales process.
d. As time allows, they will become an active member of critical trade associations such as AIA Grand Rapids, Associated Builders & Contractors, Home Builders Association, and others.

2. The Business Development Coordinator will increase annual sponsorships to underwrite the cost of the educational events, especially the signature event.

3. The Business Development Coordinator will work closely with the Community Engagement & Advocacy Manager to know the capacity of the team to deliver the accessibility services and consultations and when to conduct customer feedback and follow-up tasks.

B. Technical Assistance—Access Collaborative Development & Launch: The Business Development Coordinator will expand Disability Advocate’s provision of technical assistance on accessibility and inclusive design through the development and launch of the Access Collaborative.

Outcomes/Outputs:
• Through the Access Collaborative, Disability Advocates’ staff and Test Pilot group members will engage its core of existing connections to the “Metro 6” cities (i.e., East Grand Rapids, Grand Rapids, Grandville, Kentwood, Walker, and Wyoming) along with Kent County and other interested municipalities in a growing number of opportunities to incorporate inclusive design throughout municipal programs, services and projects each year.

Essential Job Duties:
1. The Business Development Coordinator will develop and execute a comprehensive strategy for the start-up Access Collaborative initiative, focusing on partnering with cities to develop “master plans for inclusion.”
   a. They will lead outreach and engagement efforts with cities to promote collaboration, participation, and buy-in for inclusion master planning initiatives.
   b. They will coordinate the design of and deliver tailored solutions, including accessibility assessments, inclusive design workshops, policy development support, and certification programs, to meet the needs of partner municipalities.
   c. They will facilitate knowledge sharing, networking, and peer-to-peer mentorship opportunities to foster a supportive ecosystem for inclusive urban development.
2. The Business Development Coordinator will coordinate a high-performing team, including recruitment, training, and performance management, to drive the success of the initiative.
3. The Business Development Coordinator will forge strategic partnerships with cities, community organizations, and industry stakeholders to amplify impact and scale efforts.
4. The Business Development Coordinator will drive business development activities, including sales, marketing, and revenue generation, to ensure the sustainability and growth of the initiative.
5. The Business Development Coordinator will oversee day-to-day operations and resource allocation to maximize efficiency and effectiveness.
6. The Business Development Coordinator will cultivate a culture of innovation, collaboration, and continuous learning within the start-up team and across the organization.

C. Trainings and Educational Opportunities: The Business Development Coordinator will oversee the development and execution of educational events and learning opportunities on general accessibility, Universal Design, and/or disability awareness aimed at the design and building communities as well as other interested partners.
Outcomes/Outputs:

- One annual signature event will be held each spring/summer for the building and design communities, planners, Test Pilots, and other community partners.
- A minimum of eight additional educational events or learning opportunities will take place each year.

Essential Job Duties:

1. The Business Development Coordinator will coordinate the planning with the Resource Development Team for the annual signature Absolutely Accessible Kent workshop each spring/summer.
2. The Business Development Coordinator will work alongside the Resource Development Department to best streamline event sponsorships and support with potential broader organizational fundraising efforts.
3. The Business Development Coordinator will facilitate at least eight additional educational events or learning opportunities each year focused on inclusive design for the design community, Test Pilot group members, and/or community/business stakeholders.
4. The Business Development Coordinator will convene and then facilitate an Advisory Council to help guide the content development and outreach for these events.

D. Other job-related duties as assigned.

Expected Skills and Attributes

1. Proven history of leadership in start-up environments, with experience building and scaling innovative initiatives from concept to execution.
2. Entrepreneurial mindset with a bias for action, creativity, and resilience in the face of uncertainty and ambiguity.
3. Strong business acumen, including experience in sales, marketing, and financial management, with the ability to drive revenue growth and profitability.
4. Excellent communication and relationship-building skills, with the ability to inspire and influence diverse stakeholders, including city officials, community leaders, and industry partners.
5. Strategic thinker with the ability to anticipate trends, identify opportunities, and develop strategic plans to achieve organizational goals.
6. Professional written and oral communication skills, including public speaking.
7. Proficient in Microsoft Office™ program applications, e-mail, social media platforms and Internet
8. Commitment to and knowledge of the Independent Living movement and philosophy and person-first perspective.
9. Ability to work collaboratively and independently in a fast-paced, enthusiastic, and diverse environment.
10. Ability to adhere to Disability Advocates’ HIPAA and confidentiality policies.
11. Self-awareness to obtain job development skills when needed or appropriate.
12. Ability to maintain a professional and interpersonal relationship with all parties relevant to Disability Advocates programs and projects and represent the best interests of Disability Advocates at all times.
Qualifications and Important Requirements:

**Education:** Bachelor’s degree (Masters preferred) in Public Administration, Community Planning, Social Work, Marketing, Business Management, or related field or significant experience in these areas.

**Experience:** 3 to 5 years of proven experience in business development, sales & marketing or community organizing; experience working within the building or architectural fields a plus.

**Work Environment and Abilities:** This job will be performed in a standard office environment with most communication through in-person meetings, email, and phone conversations. In addition, attendance at meetings in and out of the office is expected, therefore, a self-identified mode of transportation is required. Communication with Disability Advocates’ coworkers, supervisor, directors, board members and outside entities to successfully perform functions of the job is expected.