



Director, Business Development

The Shift | Safe + Sound Somerset

Classification: Full-Time, Exempt

Reports To: CEO

Salary Range: \$65-75K Commensurate with experience | Benefits-eligible | + Performance Incentives

Location: Somerset County, NJ | Hybrid with regional travel

To Apply: *Submit resume or cv to humanresources@safe-sound.org*

About This Role

Safe + Sound Somerset is launching The Shift — a fee-for-service training and consulting practice that brings more than a decade of expertise in practitioner-led, trauma-informed culture change work to corporations, healthcare organizations, K–12 schools, colleges and universities, and nonprofits across the region.

The Business Development Director is the engine behind that launch. This is a relationship-driven, results-oriented role responsible for building and managing a client pipeline across five sectors, closing contracts, and meeting ambitious but achievable revenue targets: \$45,000 in 2026, \$90,000 in 2027, and \$75,000+ in 2028 — totaling \$200,000+ in cumulative earned revenue by December 31, 2028.

This is not a traditional nonprofit development role. It sits at the intersection of sales, relationship management, and mission-driven consulting — and it requires someone who is comfortable moving between a school district administrator, a corporate HR director, and a hospital compliance officer, and making the case for this work in each room.

Core Responsibilities

Business Development & Pipeline Management

- Build and manage an active sales pipeline across all five target sectors: K–12 schools, colleges and universities, healthcare organizations, corporations, and nonprofits
- Identify, qualify, and cultivate prospective clients through warm network outreach, cold outreach, sector-specific marketing, referral partnerships, and board connections
- Conduct discovery conversations with prospective clients to assess needs, match appropriate service offerings, and develop customized proposals
- Close contracts and manage the full sales cycle from first contact through signed agreement
- Track pipeline activity, conversion rates, and revenue progress in a CRM or comparable tracking system
- Report quarterly on pipeline health, revenue-to-goal progress, and sector-by-sector performance to the CEO and Board

Sector Strategy & Market Development

- Lead outreach strategy for each of the five sectors, prioritizing K–12 schools and corporations in Year 1 and expanding to healthcare and higher education in Years 2–3
- Build relationships with sector-specific gatekeepers: school district administrators, Title IX coordinators, HR directors, hospital compliance officers, and nonprofit executive directors
- Identify and pursue organizations with existing compliance mandates (Title IX, DV screening, harassment prevention) where purchasing decisions move faster
- Develop and manage a referral partner network including HR consulting firms, campus Title IX offices, healthcare networks, and professional associations
- Represent Somerset Impact Academy at regional conferences, chambers of commerce, professional development events, and sector-specific convenings

Contracts, Proposals & Pricing

- Prepare and present customized proposals aligned to The Shift’s tiered pricing structure
- Negotiate contract terms in partnership with the CEO and legal counsel
- Maintain a library of proposal templates, scope-of-work documents, and contract templates across all service lines
- Ensure all agreements are properly executed and handed off to program staff for delivery

Marketing & Brand Support

- Partner with leadership to develop and refine The Shift’s marketing materials, including the FFS landing page, sector-specific brochures, and case studies
- Contribute to content strategy: LinkedIn presence, email campaigns, sector-specific outreach materials, that build brand recognition and supports pipeline development
- Collect and document client testimonials, satisfaction data, and impact metrics to support ongoing marketing and funder storytelling

Client Relationship Management

- Maintain ongoing relationships with active clients to support contract renewals, expanded engagements, and referrals
- Work toward client retention and repeat contract rate of 40%+ by 2028
- Coordinate with program staff to ensure seamless handoff from sale to delivery and strong client experience throughout

Revenue Targets

Year Annual Target Cumulative Target

2026	\$45,000	\$45,000
2027	\$90,000	\$135,000
2028	\$75,000+	\$200,000+

Qualifications

Required

- 3–5+ years of experience in business development, sales, partnership development, or account management — ideally in a mission-driven, consulting, training, or professional services context
- Demonstrated ability to manage a multi-stakeholder sales pipeline and close contracts
- Strong written and verbal communication skills; ability to tailor messaging for diverse audiences including executives, HR professionals, educators, and clinicians
- Comfort with financial targets, CRM tools, and data-driven performance tracking
- Self-directed, entrepreneurial, and comfortable with the ambiguity of building something new
- Genuine alignment with the mission of Safe + Sound Somerset and the values of trauma-informed, gender-equitable practice

Preferred

- Experience selling or developing programs in one or more of the five target sectors: healthcare, corporate/HR, K–12 education, nonprofit organizations or higher education
 - Existing relationships with school districts, HR networks, healthcare systems, or higher education institutions in the Somerset County / Central NJ region or statewide
 - Experience in a startup, launch, or new-program-development context
 - Familiarity with Title IX compliance, workplace harassment prevention, or trauma-informed practice frameworks a plus
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What Success Looks Like

In the **first 90 days**, you will have reviewed all materials of The Shift, mapped the existing warm network, launched outreach to prospective healthcare and corporate clients, and have at least 10 qualified discovery conversations underway.

By **end of Year 1**, you will have closed enough contracts to reach the \$45,000 revenue target, secured at least one corporate client, supported delivery of the first Tier 1 executive engagement, and established active pipelines in healthcare and higher education.

By **end of Year 3**, The Shift will be a recognized regional brand with repeat clients across five sectors, an active referral partner network, and \$200,000+ in cumulative earned revenue positioning Safe + Sound Somerset for its next 50 years.

About Safe + Sound Somerset

Safe + Sound Somerset has served survivors of domestic violence and sexual assault in Somerset County, New Jersey for nearly five decades. We are entering our 50th year as an organization that has more than a decade transforming our own internal culture and is now ready to share what we have learned with the institutions and workplaces our clients move through every day.

The Shift is that offering practitioner-led, trauma-informed, and built for lasting organizational change.

Safe + Sound Somerset is an equal opportunity employer committed to building a team that reflects the communities we serve.

To apply: Submit.resume.or.cv.to.humanresources@safe_sound.org