



Business Development Director Job Description

Employment Type: Full-time (40 hours per week, 9 am to 5 pm Pacific Time)

Salary: \$100,000 per year (future equity compensation planned)

Location: Remote

Benefits: Full

Company Description

Adasina Social Capital is an investment and financial activism firm that believes community-sourced impact data should set the standards for how publicly traded companies participate in racial, gender, economic, and climate justice. Our diverse team of people from non-traditional backgrounds works closely with the communities we intend to impact – aligning investors with social justice movements. In addition to managing investment portfolios, Adasina mobilizes investors to drive long-term impact through industry campaigns and education.

Job Summary

The Business Development Director (BDD) is responsible for overseeing the implementation and execution of Adasina's business development strategy. They manage the Business Development Department, individual staff members, and key external consultants, ensuring that the sales process is integrated with and complements the marketing strategy. The BDD's main responsibilities include initial client research, competitive positioning, identifying and qualifying leads, managing existing client relationships, and finding new business opportunities.

The BDD plays an active role throughout the due diligence and sales process, offering support, guidance, and feedback to help close deals. They create partnerships with prospective clients, representing Adasina at client presentations, industry events, conferences, and forums. The ideal candidate is familiar with Adasina's unique impact strategy and eager to increase its adoption by institutional investors and financial advisors.

Adasina's primary clients are financial advisors and RIAs, but they also provide limited services to secondary clients, including large asset owners, institutional investors, investment platforms, and retail investors. The BDD's goal is to increase assets under management and create growth opportunities through the identification, cultivation, and growth of relationships. The ideal candidate should be knowledgeable, confident, and able to effectively represent Adasina in various settings. The BDD reports to the firm's Chief of Staff.

Details of Role

BUSINESS DEVELOPMENT STRATEGY (40%)

- Execute, manage, evaluate, and refine a firm-wide Business Development Strategy and respective key activities in collaboration with internal teams and external consultants to meet and align with firm financial goals



- Manage business development processes that have downstream impact on the Sales & Relationship Specialist, resulting in qualified leads and allowing the specialists to approach more accessible, accommodating prospects in the sales and due diligence process; these activities include, but are not limited to, identifying business opportunities and nurturing a sales lead pipeline via outbound business development activities
- Support the Sales & Relationship Specialist with increasing assets and growing relationships with approved allocators
- Partner with the Communications Director and Business Development Team to create campaigns and initiatives for driving revenue growth from segment-specific sales and execute high level strategic pre-sales and post-sales implementation plans
- Contribute to client retention efforts with information obtained from client relationships and the market regarding client needs and assessments of Adasina investment products/strategies
- Contribute meaningfully to cross-department work within the Adasina Strategy Team, which includes the CEO's Office and Investment, Communications, and Client Services departments

BUSINESS DEVELOPMENT DEPARTMENT MANAGEMENT (30%)

- Team Management
 - Manage and coordinate the shared work of the Business Development Department to maintain consistent, effective, and compliant communications in service of firm financial and industry transformation goals
 - Manage individual department staff, ensuring appropriate staffing and quality of work are maintained, various intra-department streams of work are aligned, and the professional development of team members (including oversight and management) and all due diligence and sales activities required to approve Adasina products/strategies, close sales activity cycles, and further grow approved allocator assets are supported
 - Manage and evaluate the work of the outsourced hybrid-wholesaler team to increase firm assets under management
 - Effectively collaborate with key internal business partners including, but not limited to, the Investment, Communications, and Compliance departments
 - Develop an in-depth understanding of cross-department systems processes and coordinate with intra-department members to ensure all parties are on track with cross-department business development processes and work including process requirements, outcomes, deadlines, and other process expectations
- Systems & Process Management
 - Build, enhance, manage, and ensure adoption of all business development processes and systems both within and outside of the customer relationship management (CRM) system
 - Practice firm leadership to ensure sales and business development goals are achieved and provide other stakeholders with ongoing information regarding the sales pipeline and business development milestones by reporting on key performance and sales metrics on a monthly and quarterly basis
 - Collaborate with Investment Operations to assist in onboarding new ETF and SMA clients, including setting up contracts and initial accounts with Unified Management Account providers



- Manage department usage of the CRM and other systems that track clients and opportunities so that databases remain current and provide immediately actionable information to all users
- Develop an in-depth understanding of cross-department systems and processes and coordinate with relevant parties to ensure all are on track with cross-department business development processes; work with other departments to understand and effectively collaborate with their process requirements, outcomes, deadlines, and other standards/expectations

STRATEGIC RELATIONSHIP & NETWORK MANAGEMENT (20%)

- Institutional Relationship Management
 - Maintain relationships with key contacts at RIAs, institutional investors, and asset owners; effectively advocate for institutional approval, allocation, and increased allocation of assets to Adasina products/strategies
 - Determine requirements for institutional approval, allocation, and increased allocations to Adasina products and integrate these requirements into marketing and business development initiatives
 - Manage institutional relationships in order to identify institutional investor needs, serve as a subject matter expert, determine asset opportunity size, and remove impediments to effect allocation to Adasina products/strategies
 - Cultivate and maintain relationships through recurring relationship meetings, client speaking engagements, roundtables, webinars, and other marketing events to drive new business opportunities
- Network Management
 - Represent Adasina and maintain relationships in relevant strategic networks, institutional networks, industry events, conferences, and membership organizations in order to build long-term relationships that ultimately convert into allocations to Adasina products/strategies, develop a referral network, and build relationships with decision makers who align with Adasina's mission
 - Within organizational memberships and informal networks, determine high-efficacy opportunities for proactive engagement that support marketing, business development, and investor mobilization goals; communicate business development opportunities to relevant parties within the firm and integrate them into initiatives that support the firm's financial and industry transformation goals
 - Connect with key individuals, groups, and thought leaders in the investment industry to keep on top of industry trends and how they might impact Adasina products/strategies; communicate relevant information to the appropriate parties within the firm
 - Manage the External Network Membership Proposal and Evaluation Process and coordinate information between networkers and staff members who represent Adasina

INDUSTRY TRANSFORMATION (10%)

- Lead, manage, and coordinate the shared work of the Due Diligence 2.0 initiative to increase the flow of capital to Adasina and other BIPOC asset managers, including
 - Convening and facilitating initiative leadership meetings,
 - Identifying and collaborating with Communications to make collateral updates,



- Creating and enacting plans to leverage the initiative within Adasina's business development work and in the investment industry to widen adoption of the principles by asset allocators,
- Participate in industry activities that increase the flow of capital to Adasina and other BIPOC asset managers and contribute to business development outcomes

Requirements

- 5+ years of relevant investment industry experience within business development and people management
- FINRA Series 7 and Series 65 or ability to obtain these licenses within three months of employment
- Excellent leadership, relationship management, and interpersonal skills
- Strong organizational and time management skills
- Excellent written, verbal, and visual communication skills
- Ability to identify and lead process improvements while operating within established guidelines

Preferred Qualifications

- Proficiency in Google Workspace
- Experience with Monday.com or similar project management system(s)
- Experience with HubSpot or a comparable CRM
- Demonstrated interest in and experience with social justice activism, impact investing, and social justice organizations and/or causes

How to Apply

To apply, please submit your resume and a short cover letter explaining your qualifications and why you are interested in the position to apply@adasina.com. Please ensure the resume and cover letter are submitted as two PDFs and the subject line of your email reads "Application for **BDD**_[Your Last Name], [Your First Name]." Applications will be accepted until the position is filled and will be reviewed on an ongoing basis.

Adasina is committed to creating and maintaining a diverse workplace that reflects our progressive values and the communities for which we seek justice. Women, BIPOC, and LGBTQ+ candidates are strongly encouraged to apply. Investment management and financial services are a highly regulated industry, therefore all applicants must respect confidentiality, adhere to the firm's Privacy Policies and Code of Ethics. Pursuant to the California Fair Chance Ordinance, Adasina Social Capital will consider for employment qualified applicants with arrest and conviction records.