

POSITION PROFILE

On behalf of our client, 1% for the Planet,
CohenTaylor Executive Search Services
is conducting a retained executive search for its next

DIRECTOR OF BUSINESS MEMBERSHIP



**FOR THE
PLANET**

All together for the planet.

1% for the Planet is a global organization that exists to ensure our planet and future generations thrive. It inspires businesses and individuals to support environmental nonprofits through membership and everyday actions. 1% for the Planet makes environmental giving easy and effective through partnership advising, impact storytelling, and third-party certification.

It all started in 2002, when Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, met and bonded over their shared love for the outdoors. Realizing their responsibility to protect our planet, they decided to give 1% of their sales back to the environment –whether or not they were profitable. The idea was simple: because companies profit from the resources they take from the earth, they should protect those resources. Realizing their responsibility, brands such as Brushfire Records, Klean Kanteen, New Belgium Brewing, Honest Tea, Caudalie, and many more followed suit.

Now a global movement, 1% for the Planet's Business Members and Individual Members have given hundreds of millions of dollars to approved Nonprofit Partners to date. With a diverse network consisting of thousands of businesses, individuals, and environmental nonprofits, 1% for the Planet is on a mission to become the most globally recognized environmental community, working toward a better future for all.

For more information, visit onepercentfortheplanet.org

Mission

We bring dollars and doers together to accelerate smart environmental giving.

Vision

All together for our planet.

Fast Facts

- Founded in 2002
- Headquartered in Burlington, VT
- 5,840 members in 91 countries (and constantly growing!)
- Members have given over \$291 million to date



Even amid the environmental crisis, only 3% of total philanthropy goes to the planet. 1% for the Planet is on a mission to change that. Its membership model drives critical philanthropic support to address the most urgent environmental issues of our time.

1% for the Planet was founded to prevent greenwashing, certify reputable giving, and provide accountability. Today, it supports incredible partnerships between responsible businesses and hardworking, environmental organizations.

With over 4,000 environmental organizations on the ground in more than 90 countries, 1% for the Planet members can give to nonprofit partners that support the issues and communities that matter most to them.

Everyone has a 1%

1% for the Planet connects members with high-impact nonprofit partners that align with their values and add to their brand story. Members donate 1% of annual sales to vetted nonprofits working on the frontlines across the global. Together, these amplified partnerships address our planet's most pressing issues.

Advise – 1% for the Planet advises its members on nonprofit partnerships and provides personalized giving strategies to ensure the most impact possible.

Certify – Every monetary, in-kind, volunteer, and promotional donation that goes through its network is certified by 1% for the Planet. Its members give directly to environmental causes –meaning there is no middleman between members and their nonprofit partner(s).

Amplify – Through its brand credibility, abundant member services and impact storytelling, 1% for the Planet amplifies the impact of its network. In short: 1% for Planet's globally recognized, trusted platform gives members' giving even more power.

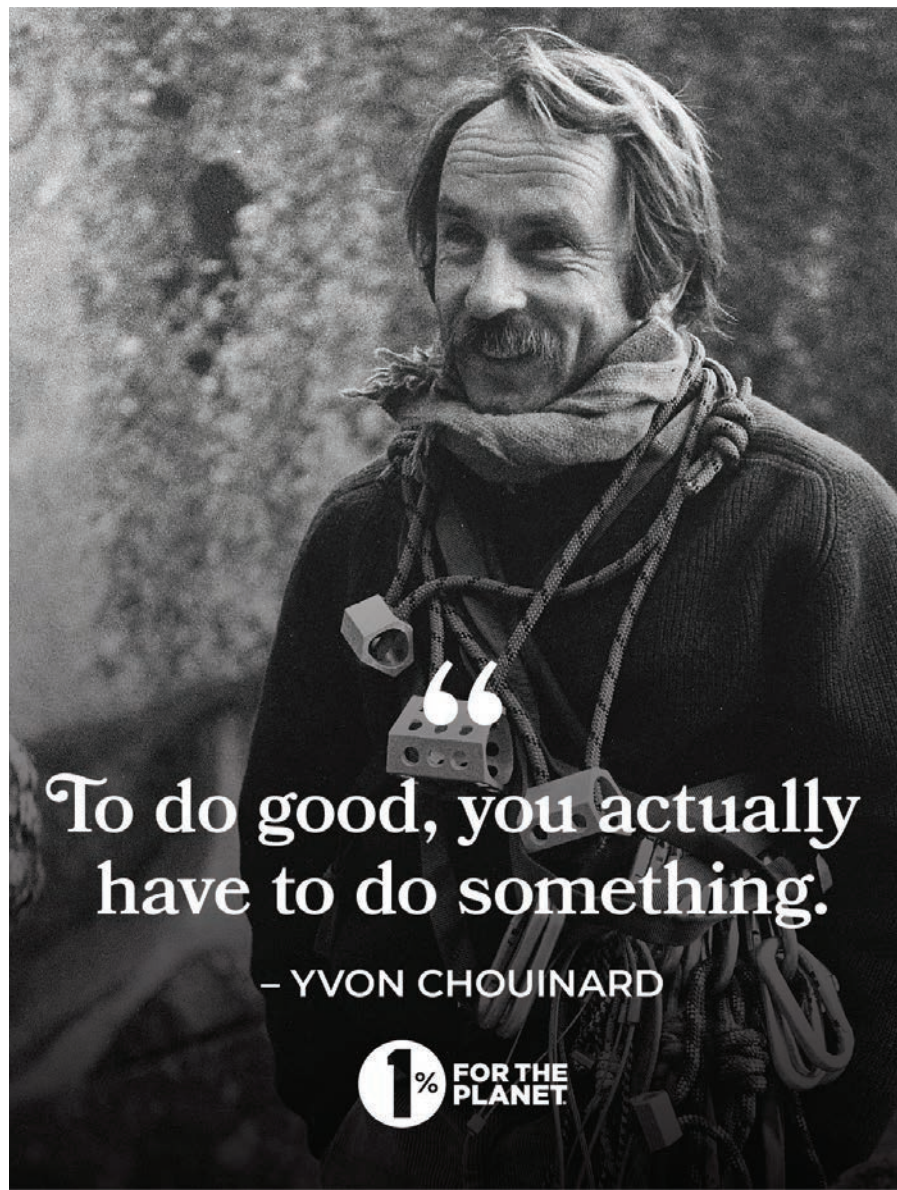


The Role

The Director of Business Membership leads the Business Membership Team. This team's primary function is to provide best-in-class account management to 1% for the Planet business members around the world. This includes onboarding new members, advising members on their giving strategies and nonprofit partnerships, and communicating with members regarding certification, renewal dues, events, marketing, and networking opportunities. The Director of Business Membership will manage the overall performance of this team and will also serve as point person for a number of our key member accounts.

The Director of Business Membership reports directly to the CEO and serves as part of the Leadership Team. In this capacity, this Director will represent the Business Membership perspective in all organizational decisions and will also provide a conduit between the Leadership Team and the Business Membership Team—and vice versa. Their leadership model is organized around the integration of all functions at the Leadership Team level, so all directors are expected to take responsibility not only for their teams but also for the organization as a whole.

This position will oversee the performance of a growing team of account managers and coordinators responsible for providing value to the 4,500+ business members of 1% for the Planet. With 3 to 4 direct reports, the Director of Business Membership will have a varied weekly schedule, including check-ins with reports, Leadership and Business Membership team meetings, various cross-functional responsibilities, and regular interaction with high-value key accounts. Over the year, responsibilities will also include budgeting, work planning, performance tracking, event participation (virtual and in person), key initiative implementation and more. As an organization, 1% for the Planet is explicitly committed to integrating equity and inclusion in all aspects of its work and programming; the Director of Business Membership will be expected to contribute and lead in this area alongside the rest of the team.



“
To do good, you actually
have to do something.”

– YVON CHOUINARD

Key Responsibilities

- Ensure consistency, responsiveness, and cohesiveness across all aspects of business account management, and ensure members understand the nuts and bolts of membership and how best to leverage the model.
- Support team to deliver best-in-class member value, customer service, and support in certification and partnership advising.
- Support and integrate the unique focuses of key account management, small business member management, and regional account management and activation.
- Establish and maintain excellent working relationships with business members and prospects, community leaders, staff and board members and the general public.
- Deliver consistent cascading communications from Leadership Team to Business Membership team and maintain a consistent two-way flow of information between Leadership and Business Membership teams.
- Coordinate and commit to strategic alignment between Business Membership and other functional teams within the organization: Brand & Marketing, Development, Nonprofits, Business Systems & Innovation, People & Culture, Certification & Accounting.
- Share consistent communications with Leadership Team and other departments and teams about business member network composition and account management workflows (partnership advising, certification, and ongoing communications across both business and nonprofit networks).
- Implement strategies and systems that support the effective scaling of the business member network while enhancing member value.
- Deliver on all organizational strategic initiatives and KPIs and lead respective Business Membership activities.
- Support organizational budget processes with particular attention to Business Membership activities and personnel.
- Coordinate with supervisor and team members to cultivate practice of ongoing learning about the organization, its policies and culture, and the respective work of this role.



The Ideal Candidate

The ideal candidate will have demonstrated capability as a manager, as an organizational integrator and leader, and as an account or client manager. 1% for the Planet is an established organization that is scaling rapidly. The ability to navigate organizational systems and processes with agility, to develop new processes when needed, and to adapt to changes and challenges are critical capabilities for the individual stepping into this role. 1% for the Planet has a shared leadership model and expects its directors to be able to represent both their team and the organization as a whole in every situation, so adept leadership experience is a must. The organization is scaling rapidly, so an eagerness for growth and change and experience managing both are essential. This is a remarkable opportunity for the right candidate.

While no one candidate will have all of the criteria enumerated below, the ideal candidate will possess the following professional and personal abilities and attributes:

- Demonstrated excellence leading a growing team, managing multiple direct reports, and working cross-functionally in this capacity to support organizational goals.
- Account management/client service experience with understanding of tiered membership service levels.
- Demonstrated growth mindset with a commitment to creating and supporting processes that align with scale.
- Experience with and commitment to equity and inclusion work.
- Adept verbal and written communication and interpersonal skills.
- Demonstrated relationship and networking skills, including an international sensibility to communicate across geographic and cultural boundaries.
- Excellent time management skills with a proven ability to meet deadlines and budget.
- Ability to prioritize tasks and experience with effective delegation when appropriate.
- Familiarity with Google Workspace and Microsoft Suite preferred.
- Salesforce and HubSpot experience preferred; CRM experience required.
- Excellent organizational skills and attention to detail.
- Excellent analytical, decision-making, and problem solving skills.
- Strong change management skills and experience, and preference for experience in a growth-oriented environment.
- Equanimity in the face of challenges.



Location

This position will be based at 1% for the Planet's headquarters in beautiful Burlington, Vermont. If you are not currently based here and would like to discuss relocation or a hybrid schedule, we encourage you to apply.

Compensation

The expected salary for this role is in the \$75,000 – 90,000 range, commensurate with experience and qualifications. Role is bonus eligible based on organizational performance. In addition, 1% for the Planet offers a comprehensive employee benefits plan.

**For more information or to send your credentials, please email
onepercent@cohentaylor.com**

All inquiries will remain confidential.



All together for the planet.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities -The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.