



# Business Development Lead

**COMPANY LOCATION:** Minneapolis, MN

**EMPLOYMENT TYPE:** Full-Time

**WORK LOCATION + HOURS:** The Open Book team works at least 3 days/week in our Minneapolis office—but, for this business development role, we expect the in-office schedule to be variable so as to prioritize the relationship-building and market engagement essence of the role. This includes an expectation that travel will be normative to events, conferences, and strategic gatherings.

## ABOUT OPEN BOOK:

Open Book Communications is a Minneapolis-based team of doers, thinkers, and makers serving clients globally with communications and creative leadership. We exist to see people uniquely and serve them generously by cracking the code of how to show and tell an organization’s core story and invite people into it. We partner with leaders driven by strong convictions and a vision for positive change who are wrestling with how to get their organizations to the next level.

**Our team culture is grounded by five core values that are foundational to how we work and show up every day:**

- 1) drive toward remarkable outcomes
- 2) big heart, no ego
- 3) invite the challenge
- 4) say it, do it, learn from it
- 5) help others succeed.

We hire, reinforce, and measure success according to these values—and take great joy in living these out together.

## ABOUT THE ROLE:

The **Business Development Lead** is a hunter and seeker at heart — focused on the front end of Open Book’s growth — by finding, knowing, and deeply serving the kinds of organizations we feel called to work with. This focused, relationship-driven position has a simple mission: make sure the right clients find their way to Open Book.

For years, we’ve grown through trust, referrals, and reputation. That foundation is strong. Now we’re ready to build the next chapter—a more intentional, relational approach to growth that still feels like us. This is the first dedicated seat on Open Book’s business development team, and the person who takes it will help shape what growth looks like here.

You are a natural connector and a deep listener. You thrive on being out in the world — in purpose-driven networks, at events, in communities — building trust with people and learning what matters to them. You understand that great sales isn’t about volume or pressure; it’s about genuine care, consultative engagement, and the patience to nurture relationships until the fit is clear on both sides. When you hear that Open Book’s sales DNA is rooted in service, relationships, and deep listening, that doesn’t sound unusual—it sounds like how you already work.

This role initially reports to Open Book’s CEO and works closely with the rest of the team as part of an integrated pipeline engine. You bring in the leads and nurture the relationships. The CEO provides strategic oversight, existing client growth, and relationship DNA. You will partner with others on sales enablement—understanding and supporting proposal development, scoping engagements, confirming resource capacity and timelines, and making sure what we sell is what we can deliver remarkably well. Together, we keep the pipeline moving—from first conversation to signed engagement.

You’ll also manage the sales enablement side of the house—helping build capabilities decks, maintaining the CRM, and managing Open Book’s digital presence to attract the right clients. But the heart of this role is being out in the marketplace, building the relationships that fuel Open Book’s growth.



## JOB RESPONSIBILITIES:

### Lead Generation

- **Grow Open Book's engagement in purpose-driven networks**—show up in the communities where our ideal clients already are
- **Generate and nurture leads with new partners in our target market**—this is the front end of the pipeline, and the core of the role
- **Manage Open Book's digital communications**—ensure an authentic and engaging voice for Open Book on our social channels and monthly newsletter by creating and/or coordinating the content and POVs we share

### Relationship Development

- **Represent Open Book well in marketplace and sales conversations**—embody our ethos of service, warmth, and genuine care
- **Nurture relationships with ideal prospective clients and close deals**—consultative, not transactional
- **Discern fit—for the client and for us**; the goal is the right work with the right clients, not just more work with more clients

### Sales Enablement

- Support proposal + SOW creation
- Build and maintain capabilities decks + sales communications
- Manage business development tools + CRM
- Maintain client records + manage client gifting
- Partner to connect pipeline data with financial forecasting

## WHO WE'RE LOOKING FOR:

We don't have a rigid checklist. But the right person looks something like this:

- You're a relationship builder at your core—you genuinely enjoy meeting people, learning their stories, and staying connected
- You have experience in sales, business development, or client-facing roles—ideally with pipeline-building and cold outreach
- You're consultative, not pushy—you listen first and sell second
- You follow through. Consistently.
- You can hold both relationship and results at the same time—good judgment about when to lean in and when to hold back
- You're drawn to purpose-driven work and organizations trying to make a difference, and comfortable (even if not experienced) working with faith-based leaders and organizations
- You can navigate ambiguity—this is a growing company building something new, and we need someone comfortable with that
- You want to be part of a team that leads with heart and drives toward remarkable outcomes
- A true service mindset—someone who delights in serving people, not for points or credit, but so clients' goals are met, the creative team is well positioned, and everyone is set up to succeed

## TO APPLY:

Please submit your resume and a short cover letter — a note introducing yourself and why this role resonates—to [openings@teamopenbook.com](mailto:openings@teamopenbook.com).