NWRPCA Position Description: External Relations Specialist – Business Development

Position:	External Relations Specialist – Business Development
Reports to:	COO or designee
Supervises:	N/A
Hours:	Part time, .5 or .75 FTE
Location:	Remote work environment with required travel for events and meetings.
Apply Only:	Washington State Only
FLSA Status:	Non-Exempt
Rev. Date:	October 1, 2026

OUR MISSION

Our mission is to strengthen health centers in the Northwest to advance health and well-being in our communities.

OUR VISION

NWRPCA is a leading partner in collaborating with CHCs to achieve equitable outcomes in health, wellness, and well-being.

OUR VALUES

Respect: We demonstrate respect for each other and those we serve.
Trust: We build trust by acting with honesty and integrity.
Excellence: We constantly aspire to excellence through innovation and continuous improvement.

POSITION SUMMARY

The External Relations Specialist – Business Development is part of a two-person External Relations Specialist (ERS) team responsible for strengthening NWRPCA's relationships with Community Health Centers, members, partners, and other stakeholders throughout Region X and nationally. Working collaboratively with the External Relations Specialist – Member Services and staff across the organization, this position helps ensure that NWRPCA understands and responds to the needs, successes, and challenges of Region X health centers while strengthening the value and visibility of NWRPCA membership.

This position serves as the ERS team's lead for business development, sponsorships, strategic partnerships, and fund development, identifying opportunities that advance NWRPCA's mission, provide meaningful value to members, and contribute to organizational sustainability.

TEAM APPROACH

The External Relations Specialists operate as a collaborative two-person team. While each position has designated areas of primary responsibility, both positions share responsibility for member relationships, stakeholder engagement, membership value, and related organizational initiatives. Team members are expected to communicate regularly, share information and relationships, provide coverage for one another, and jointly prioritize work based on organizational and member needs. Success is measured through both individual areas of responsibility and the collective performance of the External Relations team.

Lead Responsibilities: Business Development

- Develop and implement NWRPCA's annual business development and partnership strategy.

- In collaboration with senior management, establish annual sponsorship, partnership, membership, and other revenue-development goals.
- Identify, cultivate, solicit, and steward organizational sponsors, funders, exhibitors, advertisers, and related strategic partners.
- Develop mutually beneficial sponsorship and revenue-sharing arrangements that generate revenue and/or provide valuable low-cost or no-cost services to NWRPCA members.
- Manage the sponsorship and exhibitor lifecycle for conferences, trainings, and other NWRPCA activities, from prospecting and solicitation through fulfillment, stewardship, and renewal.
- Evaluate existing sponsorships and partnerships based on financial return, member value, utilization, mission alignment, staff capacity, and other measures of ROI.
- Develop and maintain a pipeline of prospective sponsors, partners, and funders.
- Identify grant opportunities aligned with NWRPCA's strategic priorities and contribute to grant development and coordinate grant-writing activities involving staff and contractors.
- Manage development-related contracts and relationships as assigned.
- Coordinate with Finance and other staff to ensure timely collection of sponsorship, exhibitor, partnership, and other stakeholder revenue.
- Work closely with the Marketing Specialist to develop compelling sponsorship materials, partner communications, campaigns, and demonstrations of member value.

Shared ERS Team Responsibilities

- Develop and implement an annual stakeholder engagement strategy aligned with NWRPCA's strategic direction.
- Build and maintain meaningful relationships with Region X Community Health Centers, Look-Alikes, members, partners, and other stakeholders.
- Develop a deep understanding of Region X health centers, including their staff, priorities, needs, successes, and challenges.
- Conduct regular outreach and facilitate connections among health center staff, NWRPCA staff, partners, and other stakeholders.
- Gather, synthesize, and communicate member feedback to inform NWRPCA programs, services, communications, and organizational strategy.
- Identify opportunities to strengthen the value of NWRPCA membership and increase member participation and engagement.
- Maintain the integrity and quality of member and stakeholder information in organizational systems and databases.
- Participate in regional conferences, trainings, membership meetings, and other NWRPCA activities.
- Contribute to major cross-departmental initiatives, including the Annual Stakeholder Report, Region X Health Center Census, Annual Membership Meeting, and other organizational projects.
- Participate in relevant organizational strategic plan and federal work plan activities.
- Serve as an ambassador for NWRPCA and the Community Health Center movement.

Core Competencies

- Relationship building and stakeholder stewardship

- Business development, negotiation, and partnership cultivation
- Strategic thinking and opportunity identification
- Mission-driven judgment and ability to balance revenue with member value
- Cross-functional collaboration and influence without direct authority
- Project management, organization, and follow-through
- Clear written and verbal communication
- Comfort using data, goals, pipelines, and ROI measures to guide decisions

EXPERIENCE & REQUIRED QUALIFICATIONS

- Self-starter who takes ownership of outcomes, identifies opportunities, and solves problems proactively.
- Three (3) or more years of progressively responsible experience in business development, partnerships, sponsorships, fundraising, account management, stakeholder engagement, sales, or a related field.
- Demonstrated ability to build, cultivate, and steward professional relationships with a wide range of stakeholders.
- Strong written and verbal communication skills, including the ability to develop persuasive proposals, outreach materials, and partnership communications.
- Strong negotiation, problem-solving, organizational, and project management skills.
- Ability to identify and evaluate opportunities based on mission alignment, member value, financial return, organizational capacity, and other measures of impact.
- Experience managing multiple projects, relationships, and deadlines simultaneously while maintaining strong follow-through and attention to detail.
- Ability to work collaboratively across teams and influence outcomes without direct authority.
- Comfort using goals, pipelines, data, and performance measures to track progress and inform decisions.
- Proficiency with Microsoft Office Suite and comfort learning and using database, CRM, project management, and other technology platforms.
- Ability to work flexible hours, including occasional evenings and weekends, and to travel for meetings, conferences, and other organizational activities.

PREFERRED

- Experience in community health, nonprofit associations, membership organizations, healthcare, public health, or other mission-driven organizations.
- Experience developing and managing sponsorship, exhibitor, advertising, or strategic partnership programs.
- Experience with grant prospecting, proposal development, fundraising, or other fund-development activities.
- Experience developing revenue-sharing or other mutually beneficial partnership arrangements.
- Experience using CRM, association management, donor management, or sales pipeline systems.
- Familiarity with Community Health Centers and the health center movement.

WORK ENVIRONMENT & EXPECTATIONS

- Access to a reliable internet connection and dedicated, quiet workspace required for working remotely.
- Remote work environment with required travel for events and meetings.
- Most time spent sitting, with up to one-third (1/3) of time walking or standing. There are no restrictions on ability to interrupt periods of sitting.
- Manual dexterity required for typing, filing, etc.
- Minimal lifting.
- Vision requirements as appropriate for working on computer and with typed and handwritten materials.
- Ability to travel to meetings in a variety of locations, including Community Health Centers, conferences, and other regional and national meetings; travel may include site visits, preparatory meetings, and event implementation.

TRAVEL REQUIREMENT

- Domestic travel approximately 3-5 times per year, up to a week at a time, including some weekends.

EMPLOYMENT PRACTICES

NWRPCA is an Equal Opportunity institution and does not discriminate against any person in employment or participation in its programs and benefits on the basis of race; color; religion; creed; national origin; citizenship or immigration status; sex; sexual orientation; gender identity; age; the presence of any physical, mental, or sensory disability; the use of a trained service animal by a person with a disability; genetic information; honorably discharged veteran or military status; marital status; status as a victim of domestic violence, sexual assault, or stalking, or any other status or characteristic protected by local, state, or federal law."