

REGIONAL PARTNER LEAD

A significant part of Silver Lining's mission is realized and work is done in partnership with economic development agencies (nonprofit and government), financial institutions, franchises and large corporations who have a mandate to support small business owners.

Silver Lining has identified 4 focus regions for the 2024-2026 timeframe and is hiring a Regional Partnerships Lead in each of these regions:

- Africa & India
- Canada & USA
- Mexico, Central & South America
- Southeast Asia

Regional Partnerships Lead Responsibilities

Find, Close & Grow SLAPpartnerships

- Identify and build connections with our ideal partners in your region
 - Economic Development Agencies
 - Government Funded
 - Academia Funded
 - Small Financial Institutions
 - Franchisors
 - Small Business Growth Partners
 - Corporations
 - Foundations
 - Large Banks
- Use LinkedIn, referrals, Silver Lining's existing relationships, your relationships, google research, cold outreach and anything / everything possible to find new Partnership Deals that will be values aligned and could become a solid SLAP or Small Business Growth Partnership for Silver Lining.
 - Note that you will probably close 20% of the Partner Deals you open - so you will want to open a lot!
- Reach out to decision makers at prospective partners to initiate conversations
 - Cold call
 - Generate referrals
 - Attend conferences and events in your region
 - Create relationships and expertise in our industry and,
 - Ultimately, sell business to our partner verticals to bring our small business growth program to more SMBs and primarily those from marginalized communities.

- Document Partnership Deal Progress
 - Manage all Partner Deals in our (very simple) Partner Deal CRM
 - Keep basic notes on progress on all Deals
 - Put together basic proposals and agreements using company templates,
 - Write great follow up emails
 - Stay incredibly organized to ensure every open Deal is being followed up on, the right materials are being sent and Partners are getting what they need from us to move the deal along.

*Note that the average Deal requires, on average, 4-5 Calls (which means lots of Call scheduling!), some templated materials, an agreement prepared and oftentimes a concept paper or some sort of custom document accounting for their unique needs and realities. (All are done in Google Docs and Google Slides.)

- Negotiate Partnership Deals
 - Manage all realities, challenges, objections and opportunities with each Partner to get Deals done. Every Partner will have their own reality including budget or capacity constraints, concerns about how to roll SLAP out to their SMBs etc and will need personalized support to find the best way bring SLAP to their SMBs - and you will need to do that while also ensuring we don't break minimum criteria for SL to be able to deliver the partnership without losing money.
- Close Partnership Deals
 - Send a contract, get it signed and collaborate with the Partnerships Coordinator to get all launch materials prepared, invoices and financial details set up
 - Work with Partner and Customer Team to ensure their SMBs get fully enrolled in SLAP.
- SLAPpartner engagement and onboarding
 - Partnership deliverables tracking and compliance, ensure that we do what we sold
 - Work with Chief Growth Officer to constantly enhance value prop and key messages for all partners
 - Work with Chief Growth Officer to drive effective lead gen strategies to get new partners to indicate interest
- Partnership Reporting & Growth
 - On an ongoing basis, keep building relationships with all Partners
 - Invite them to engage with Silver Lining activities that the Communications Team creates and manages (ie - Quarterly Silver State of the Silver Union events, Partner Summits & Trainings etc)
 - Work with Customer Team to help solve any issues that arise
 - Collaborate with the Partnership Delivery Coordinator to put together reports
 - Work with Chief Growth Officer on growth and profile strategies to engage and excite your partners within Silver Lining's work

Build Regional Strategy

- Develop a regional strategy (in partnership with Chief Growth Officer) for your region that includes:
 - a 3 year growth plan with revenue and impact goals,
 - business development and brand building goals,
 - industry organizations to become a part of,
 - a plan to leverage Silver Lining's existing relationships in the region,
 - a plan to leverage your own relationships in the region,
 - the development of any market specific materials needed (created for you by Silver Lining's Creative Team),
 - the development of any outbound Comms strategies (media, thought leadership, events, conferences or targeted media outreach that our Communications Team would do for you)

Act As Regional Silver Spokesperson

- Go To Silver Spokesperson in your region, including, but not limited to:
 - Lead high profile meetings
 - Plan and organize gatherings
 - Attend conferences and small business industry events
 - Do local PR when CEO is unavailable and/or you are a better fit
 - Do local speaking engagements with CEO is unavailable and/or you are a better fit
- Develop a deep expertise on small business development, "technical assistance" as the SMB industry calls it, access to capital for small business, economic development and economic justice in your region.

Drive Innovation, Impact & Access For All

- Bring all of the Silver Lining's economic justice initiatives to the Partner conversations you have
 - Work with them to align with our values and a new way of thinking about businesses role in justice
- Do deals that ensure we never let a budget or capacity constraint get in the way of actually helping SMBs, especially those who are under-served
- Bring ALL of the feedback that you are hearing in your region about what local partners and SMBs need and advocate to the Silver Lining Team to meet those needs so that SLAP is truly Accessible for All and having the most significant impact that it can.

Critical Values, Characteristics and Skill Set

- Values aligned with Silver Lining
 - Authentically cares about small business owners and the experiences they go through and will make decisions based on our Small Business First Commitment
 - Naturally connects with and aligns with our company values of Global, Justice, Others-Oriented, Integrated, Audacious and Responsible
 - 1000% aligned to our work, our commitment to justice and shares our urgency to create as many partnerships as possible, as fast as possible, so that we can scale our work and live into our mission to, quite literally, change the economy one small business at a time.
- Sales, Negotiation & Relationship Skills
 - Excellent written and verbal communication skills
 - Highly personable
 - Strong strategic thinker
 - Ability to open, close and manage deals and relationships with senior level executives at our partner organizations
 - Strong ability to do cross team/operational collaboration on all partnerships
 - Skilled at preparing decks, slides, concept papers
 - Skilled at writing key content for impact reports and general reporting
- Industry / Subject Matter Expertise
 - Has worked in and/or understands small business technical assistance (small business growth support)
 - Has worked in and/or understands small business access to capital (small business loans, investments, grants)
- Career Stage/Phase Alignment
 - Ready and committed to be ambitious and audacious by setting big goals and doing what it takes to hit them!
 - Has life flexibility to travel to conferences and events throughout region as needed (approx 6x / year)
 - Motivated by the opportunity to have significant responsibility and the ability to earn income and influence based on success and results

Note that for the US/Canada and Mexico/Central/South American Regions, must be proficient in English & Spanish as SLAP is available in both languages and they are a focus of growth in both regions.

Working at Silver Lining

Silver Lining is fully remote with full time team members on every continent (except Antarctica!). Everyone on the team is fully remote, but 100% committed to our work, our team's processes, systems and routines and the expectation is that the Regional Partnership Leads would be committed to many of the same practices, with some minor adjustments based on the fact that we want the Regional Leads "out in the world" more than "in, at the office".

Silver Lining Performance Framework & Team Rhythm	Full Team Silver Standards	Regional Partner Leads Adjustments
Certification	Every team member must go through a 150 hour Certification process to learn about the company and our work. During this time you are paid half of your base pay and only upon Certification do the other company benefits become available to you.	
Company Brand	You will be Certified on how to use our Heart & Brand Guide, Approved Assets & Templates and must only use the company approved assets for any outbound communication.	
Company Tools	You will be Certified in how to use our company technology, tools, systems and processes and must only use the company approved tools and systems for your Silver Lining work.	
Virtual Work Hub	We use Podio as our virtual workspace and everyone on the team commits to being fully present in Podio, saying hello to the team daily, keeping their work and progress updated throughout the workspace and becoming proficient within Podio so that you can get what you need within our "e-office".	
Update Kanban Boards for Transparency & Accountability	Daily	2x per week minimum
Work 8 hours / day, Monday - Friday	Online and present in Podio for meetings at least from 9:00 AM - 2:00 PM EST.	Online and present in Podio at least once a day, no commitment to online hours
Attend Team Time every Wed from 1:00 PM - 2:00 PM EST	Mandatory	
Attend Team Wellebration Thurs from 1:00-1:45PM EST	Mandatory	Encouraged
Attend Midday Movement, Motivation & Meditation Mon, Tues & Fri	Encouraged	Optional

Culture & Wellness	2 Team Virtual Retreats (May & Nov), 3 Virtual Silver Parties, Team Activities, Bonuses and fun ways to connect and engage with the global team.
Unlimited Professional Development	Access to a Coach, Chaplain, unlimited professional development budget for courses, training and anything you need to improve and hit your professional goals.
Paid Time Away	7.5 Weeks of Paid Time Away including 3 "Silver Holidays" where Silver Lining closes down to focus on rest.
Reporting Structure & Growth Within Company	Reports to Chief Growth Officer with opportunity for promotions and raises based on performance.
Performance Management	Accountable to Silver Lining's Performance Management process if under-performing - includes a Performance Meeting to try to identify the root source of under performance, followed by coaching, support and escalation to Written Warning 1, Written Warning 2 and, eventually, Termination, only if no change in behavior.

Compensation

The compensation for this role is based on Silver Lining's public compensation chart.

- **Base Salary** (based on Silver Lining's public compensation chart)
 - The position will be a Level 3, 4, or 5 on the Specialist Track depending on the experience level and existing network of the successful candidate
- **+ Unlimited Performance Based Pay** (based on your individual performance and measured as revenue share on deals sold)
- **+ Success Share in Silver Lining** (based on your the company's collective performance)

More details and the application form are at www.smallbizsilverlining.com/careers

- If you would like to apply for this role, complete the General Application Form and note that you are applying for the Regional Partnerships Lead role and indicate which region you would like to be considered for.
- Note that you must live within the region you are applying for.