

Director of Business Development

Job Description:

The director of business development position is responsible for developing and implementing a comprehensive internal and external marketing plan that would increase revenues and profits. This position is expected to uphold the mission and values established by the organization. Prospects for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. Plans persuasive approaches and pitches that will convince potential clients to do business with the company.

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Implements the recommendations of the strategic marketing plan.
- Performs market research and analysis.
- Furnishes marketing advice, counsel and general staff support to all departments within the organization.
- Evaluates operational issues to determine how competitive and current it is with the latest trends in the industry.
- Monitors external and internal environment for development of new market segments.
- Assists in or produces feasibility studies/business plans for new product development.
- Develops marketing campaigns for new products and services. This includes formulating a specific budget and expenditure plan for each.
- Manages specific corporate programs.
- Develops brochures or other print or electronic ads to market corporate services.
- Is responsible for recruitment and orientation.
- Prepares marketing campaigns for new employees coming on board.
- Assists in developing an ongoing guest-relations program for our employees.
- Demonstrates knowledge of and supports mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior.
- Assists in planning of any event that highlights corporate services.
- Assists in developing an evaluation process to gain feedback from constituents.
- Performs public speaking to volunteer organizations and committees regarding public relations, marketing and development.
- Develops and maintains marketing budget.
- Competencies
- Business Acumen.
- Strategic Thinking.
- Problem Solving/Analysis.
- Financial Management.

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- Customer/Client Focus.
- Communication Proficiency.
- Time Management.

Supervisory Responsibility:

This position manages all employees of the department and is responsible for the performance management and hiring of the employees within that department.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

Position Type/Expected Hours of Work:

This is a full-time position, and regular hours of work and days are Monday through Friday, 8:30 a.m. to 5 p.m.; however, this position can regularly require long hours and frequent weekend work.

Travel:

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Required Education and Experience:

Bachelor's degree in business, marketing or related field.

3 years of project/program management experience.

To Apply: Send resume and cover letter to CBlount@dhvaj.com