



POSITION DESCRIPTION

Job Title: **Business Development Specialist**

Department: **Business Development**

Reports To: **Chief Operations Officer**

Work Schedule: **Exempt, professional full-time position schedule to meet the needs of Vertex Consulting Group. Some travel is required.**

PURPOSE:

In this position the Business Development Specialist plans and implements sales, marketing and product development programs, both short and long range, targeted toward existing and new markets by performing the following duties personally or through assigned subordinates.

MINIMUM QUALIFICATIONS AND COMPETENCIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required.

- Bachelor's Degree in Sales, Marketing or Business or related field preferred or a minimum of five years related experience with progressive managerial responsibilities. A combination of education and experience will be considered.
- Demonstrate in-depth sales, marketing techniques and financial principles.
- Effective ability to communicate orally and in written form effectively and diplomatically with co-management, internal and external customers, and the public.
- Demonstrate the ability to anticipate and solve practical problems or resolve issues.
- Understanding of Vertex operations and programs preferred
- Some travel required, must possess a valid MT driver's license and a good driving record
- Ability to successfully function in a fast paced, service oriented environment
- Excellent organizational skills and attention to detail
- Knowledge of computers as well as the ability to learn applications relevant to the position

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Develops and implements strategic marketing and sales plans and forecasts to achieve company objectives for products and services.
- Develops and manages sales/marketing operating budgets.
- Plans and oversees advertising and promotion activities including print, online, electronic and social media, and direct mail.
- Develops and recommends product and service positioning and strategies to produce the highest possible long-term market share.
- Achieves satisfactory development of new business and market share in relation to preset standards, goals, and quotas.
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors competitor services, products, sales and marketing activities.
- Establishes and maintains relationships with clients, prospective clients, influencers and key strategic partners.
- Guides preparation of marketing activity reports and presents to executive management.
- Establishes and maintains a consistent corporate image throughout all promotional materials, and events.
- Directs sales forecasting activities and sets performance goals accordingly.
- Directs market channel development activity and coordinates sales activities by establishing quotas and goals.
- Represents company at community meetings and events.
- Meets with key clients, assisting technical services division with maintaining relationships and negotiating and closing additional opportunities.
- Coordinates liaison between sales department and other sales related units.
- Analyzes and controls expenditures of division to conform to budgetary requirements.
- Assists other departments within organization to prepare documents, manuals and technical publications.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.
- Works cooperatively with the Administrative and Technical Service teams to develop new service offerings as required.
- All other duties as assigned.
- May manage and direct additional business development staff including recruitment, selection and development to achieve Company goals and objectives.

