

Director of Business Development Marketing & Sales

Role Profile

Company / Firm Description

Core Values: Servant Leadership/Integrity/Stewardship/Client Value Creation/Respect for People

Title

Director of Business Development Marketing & Sales

General Role Description

The Director of Business Development Marketing & Sales is responsible for leading in a team environment to differentiate the company from the competition and build a growing base of business by evolving the Business Development, Strategic Marketing and Sales Core Discipline. The program includes identifying, pursuing, and developing relationships within deliberate market segments and focusing on customer organizations where appreciation exists for the added value brought by the company. The individual will thoughtfully and proactively develop the Core Discipline. In addition, this position will have a significant external leadership role in the business community. The Director of Business Development Marketing and Sales will be asked to participate in strategic planning and the overall direction of the company.

This position Reports to the President and has direct supervisory responsibilities of the Marketing Manager role.

High Level Key Responsibilities

Strategy

- » Drive the culture on the foundation of the core values
- » Participate in strategic planning
- » Assist in the implementation of the strategic plan
- » Provide strategic leadership for the organization

Core Discipline Development

- » Have a vision and direction for Business Development Marketing & Sales
- » Oversee processes
- » Drive continuous improvement
- » Establish a Leadership Development Program for certain individuals
- » Participate in the development and updating of Role Profiles
- » Assess desire & skill sets of people
- » Review industry compensation
- » Facilitate an effective Review Process
- » Assist in the development of Personal Development Plans
- » Execute training / developing / coaching & mentoring programs
- » Provide input on compensation programs
- » Provide input on Retention Program
- » Work with the Leadership Team to recruit, interview, hire & on-board staff

Business Development, Strategic Marketing & Sales Program:

- » Lead the effort of fostering Business Development Marketing & Sales within the culture
- » Involved in determining and implementing the secondary Business Development Marketing & Sales structure
- » Develop, implement, and fully utilize the Customer Relationship Management (CRM) Database
- » Execute the Market Share Process – focused on market segments / new customers / new business
- » Work with the secondary structure to execute the Customer Share Process – focused on existing customers / growing existing business
- » Responsible for the Company Wide Marketing Plan to develop, place and manage the brand
- » Run a weekly BD & Marketing Meeting focused on:
 - Opportunity & Lead Generation
 - Project Acquisition
 - Customer Strategy
 - Marketing Deliverables
 - Measurement & Improvement

External Leadership

- » Establish a business - public presence
- » Develop an "Inner Circle"
- » Be a leader in Business Development oriented associations
- » Participate in a PEER Group

Community

- » Serve as a spokesperson and representative for the firm
 - » Assure that the firm is consistently presented in a strong, positive image to relevant stakeholders
 - » Actively advocate for the firm
 - » Promote economic development within communities
 - » Establish Corporate Social Responsibility (CSR) program
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Requirements

- » 4-year college degree preferably in construction management, business, or marketing
- » 10-years' experience in the A/E/C industry
- » 5-years' experience in a business development role in the A/E/C industry
- » Appropriate software skills

Compensation

- » Base Salary
- » Bonus
- » Equity
- » Healthcare
- » Dental
- » Vision
- » 401k with company match
- » Car allowance
- » Cell phone
- » Computer