



Title: Director of Business Development
Department: Sales and Marketing
Reports To: President
FLSA Status: Exempt
Revised: August 16, 2017
Job Code:

Position Overview

The Director of Business Development position is responsible for planning and implementing 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 subordinates.

Primary Accountabilities

Sales Management

- Director will be in charge of the Topline
- Develops and manages sales operating budgets.
- Develops and recommends product positioning and pricing strategy to produce the highest possible long-term to match corporate goal.
- Reviews, analyzes and approves all sales contract, determines what it can and can not agree to and if further negotiation with contractor is needed.
- Responsible for verifying compliance with the terms and conditions of the contract.
- Develops and implements strategic sales plans and forecasts to achieve corporate objectives for products and services.
- Directs sales forecasting activities and sets performance goals accordingly.
- Directs staffing, training, and performance evaluations to develop and control sales and marketing programs.
- Coordinates sales distribution by establishing sales territories, quotas, and goals.
- Meets with key clients, assisting Product Solutions Specialists with maintaining relationships, negotiating and closing deals.
- Analyzes and controls expenditures of division to conform to budgetary requirements.
- Prepares periodic sales report clearly 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.

Marketing Management

- Plans and oversees advertising and promotion activities including print, online and electronic media.
- Develops and manages marketing operating budgets.
- Develops and implements strategic marketing plans
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives fall within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors competitor products, sales and marketing activities.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Guides preparation of marketing activity reports and presents to executive management.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice and it is based on the Company's business need.



- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
- Represents company at trade association meetings to promote product.
- Directs product research and development.
- Assists other departments within the organization to prepare manuals and technical publications

Required Education and Experience

- Bachelor's degree from an accredited university in Business Administration, Marketing, or related major. Master degree preferred but not required.
Five (5) years of combined and progressive experience in sales and marketing management. Long cycle product sales experience and demonstrated skills in supervising a team is preferred.
- A combination of Construction, Manufacturing and installation industries experience highly preferred.
- Excellence in oral and written communications and bilingual English/Spanish a must.
- High level of business acumen, able to link new opportunities to clients based on trends in budget, expenditures, market, risks and business drivers.

Key Performance Indicators

- Delivery of company's sales and marketing plans, targets and strategies.
- Compliance with Company Standards, Policies and Procedures.
- Development of competent and motivated staff as evidenced and recorded through appraisal/objective-setting interviews and staff satisfaction.
- Effective operation of budgetary and other control mechanisms to deliver planned performance.
- Apparent 'can-do' culture which empowers staff to be pro-active and provides motivation.
- Compose succession plans to ensure future standards of staff performance to maintain or better those currently achieved.
- Number of improvement plans introduced and performance impact of new product development.

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, and filing cabinets.

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 is frequently required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee is occasionally required to sit, climb, balance, stoop, kneel, crouch or crawl. The employee must frequently lift and move up to 10 pounds and occasionally lift and move objects up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Travel

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

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Equal Employment Statement

General Stair Corporation provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, General Stair Corporation complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

General Stair Corporation expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of General Stair Corporation employees to perform their job duties may result in discipline up to and including discharge.

Signatures

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee_____

Date_____

Human Resources Representative _____

Date_____

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