



## JOB DESCRIPTION: BUSINESS DEVELOPMENT MANAGER

### CLASSIFICATION PURPOSE

This exempt job classification is responsible for increasing revenue and profit as a result of the development and implementation of an effective marketing campaign, sales efforts, and customer-oriented internal systems; performs other work as required.

### ESSENTIAL FUNCTIONS

*The examples of functions listed in this job description are representative, but not necessarily exhaustive, of any one position in this job classification. Management may assign other functions not listed herein at its sole discretion.*

- Achieves sales goals;
- develops profitable marketing plans, for the entire organization and specific branch offices, to support targeted income and profit goals;
- establishes marketing goals by gathering pertinent information (e.g., business, financial, service, and operations), identifying and evaluating trends and options, recommending a course of action, defining objectives, and evaluating outcomes;
- provides short-term and long-range market forecasts and reports by generates and maintains a marketing calendar;
- conducts market research (e.g., data collection, analysis, and interpretation), and determining and evaluating market trends;
- increases market share by developing materials, print and internet advertising and direct mail campaigns;
- attends trade shows and networking events;
- facilitates web site development and maintenance;
- fills the sales pipeline;
- creates awareness through public relations efforts;
- prepares and manages sales budget;
- remains abreast of industry trends;
- presents benchmarking data and state-of-the-art practices;
- performs property take offs, estimates and proposals;
- performs contract negotiations; develops new business contacts;
- monitors and increases capture rate;
- tracks competitors' pricing and infrastructure;
- develops and executes an annual sales plan that targets a diverse and profitable portfolio;
- tracks all proposals, contacts, and leads through CRM;
- conducts sales forecasting;
- develops and implements marketing program, procedures, and training;
- prepares reports and makes formal presentations to executives, staff, and clients;
- utilizes computer skills, information technology, and MS Office applications effectively; and
- provides excellent service (e.g., accurate, complete, and timely) to clients, work-site partners, and company staff in a courteous and efficient manner.

### COMPETENCIES

- Results Oriented: Maintains focus on outcomes; is proactive and goal oriented; concentrates on meeting objectives, delivering to the required time, cost, and quality; holds performance as more important than process; sets specific, measurable, and relevant goals and takes efficient action to accomplish success.
- Sales: Maintains and cultivates current client base; develops new business contacts; monitors and increases capture rate; develops and executes an annual sales plan that targets a diverse and profitable portfolio; tracks all proposals, contacts, and leads; conducts sales forecasting; achieves sales goals.
- Business Acumen: Demonstrates operational, conceptual, and financial proficiency with landscape industry topics; generates proposals that achieve gross profit goals; increases revenue, leverages resources, and ensures company success and growth.
- Marketing: Increases market share by developing materials, print and internet advertising and direct mail campaign; participates actively in trade and professional organizations; plans and executes the marketing plan/calendar; facilitates web site development and maintenance; develops and communicates company brand image; conducts market research.



- Negotiating: Works with others to achieve satisfactory conclusions; focuses on compromise rather than concession to settle a demand; uses reason rather than emotion to achieve desirable consequences; is diplomatic; preserves trust with all parties.
- Customer Service: Consistently exceeds customer expectations; keeps customers well-informed, listens to them attentively, and addresses their concerns; enacts a personal approach to customer service.
- Interpersonal Skills: Treats others with respect, collaboration, and support in such a way that work relationships are improved and morale is increased; is approachable; has effective communication skills.

### **EDUCATION/EXPERIENCE**

An example of the preferred education, training, and/or experience that demonstrates possession of the knowledge, skills, and competencies for this position includes: at least three (3) years of professional sales, marketing, and business experience similar to that presented above.

### **ESSENTIAL PHYSICAL CHARACTERISTICS**

*The physical characteristics described here are representative of those that must be met by an employee to successfully perform the functions required by this job classification. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the functions of this job classification, on a case-by-case basis.*

Frequently stand, walk, or crouch on narrow and/or slippery surfaces; stoop, kneel, bend to pick up or move objects; walk for long distances and on sloped ground and uneven surfaces; move, lift, and carry objects weighing up to 50 pounds; normal manual dexterity and hand-eye coordination; corrected hearing and vision to normal range.

### **SPECIAL NOTES, LICENSES AND CERTIFICATIONS**

Pre-employment: Incumbents must sign the Confidentiality, Non-disclosure, and Non-solicitation Agreement prior to their first day on the job.

License: Incumbents are required to possess a valid driver's license.

Certifications: No certifications are required of this job classification.

Language: English communication skills are required of this job classification.

Working Conditions: Work is predominately outdoors, exposed to varying temperatures, weather conditions, and noise levels; exposure to dust, pesticides, herbicides, grease, oils, dust, fumes, and electrical currents.

Background Investigation: Incumbents must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates may be subject to a background investigation and/or drug test.

Introductory Period: Incumbents appointed to this job classification serve an introductory period of three months.

### **KEY PERFORMANCE INDICATORS**

The Key Performance Indicators for this position will be specified at the time of appointment.