



## **Job Description**

**Job Title:** Marketing and Business Development Manager

**Summary:** On a company-wide level is responsible for planning and directing all of the functional activities related to marketing, sales, and business development. Additionally, is responsible for planning and tracking sales and sales goals as they pertain to general company-wide expansion. Also is responsible for supervising the marketing and BD team. The Marketing and Business Development Manager is a key representative of the firm to clients and the community.

**Duties and Responsibilities** include the following. Other duties may be assigned.

### **Marketing Responsibilities**

1. Develop overall branding and marketing program aimed at increasing sales and measuring office and company performance.
2. Develop comprehensive annual business and marketing plans, including targets and metrics, based on strategic planning by Principal and implement strategies to expand existing market penetration and enter new markets.
3. Foster communication between individuals to ensure information distribution and resource utilization are capitalizing on the strengths of the firm.
4. Maximize marketing effectiveness and efficiency by gathering and disseminating best practices throughout the organization.
5. Monitor and control firm-wide marketing activities, expenses, results, and other metrics; perform assessments on business expansion performance and effectiveness.
6. Perform benchmarking in designated markets, including competition, strategic intelligence, and market and industry trends.
7. Supervise the marketing support and business development staff in all offices.
8. Approve budgets and allocate funds for marketing strategies.
9. Work with appropriate team members to create and execute a capture-planning strategy for target pursuits; ensure teams have identified the appropriate benefits and differentiators.
10. Ensure all materials are appropriately focused on client needs and interests, highlighting the firm's benefits and differentiators, while consistent with the firm's brand identity.
11. Work with Principal and Supervisors to establish firm's long-term business goals and dovetail marketing plan to achieve goals.
12. Evaluate results of marketing operation, including performance of peers in marketing functions.
13. Set marketing policy and influence other firm policies.

### **Business Development Responsibilities**

1. Responsible for business development and client management for public works core services (transportation, water resources, site civil, land surveying, construction management, and land use planning).
2. Work with seller-doers to secure new clients and projects.
3. Spend time outside of office initiating client contacts and cultivating long-term client relationships, including:
  - a. representing the firm to clients, peer organizations, and business associates.

- b. meetings with new/existing clients to discover project information.
  - c. developing and maintaining strong business network among subconsultants, consultants, and public agencies.
  - d. actively participating in professional organizations, community organizations, and client organizations (including as conference exhibitor).
4. Participate in identification and recruitment of strategic hires.
5. Support the growth of those involved in business acquisition by mentoring and coaching.

**Qualifications:** 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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:** Bachelor's degree from four-year college or university and ten to twelve years of sales experience required; or equivalent combination of education and experience.

**Language Ability:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:** To perform this job successfully, an individual must have knowledge of Microsoft Office; spreadsheet software; network drives, email, internet browsers, and management systems as dictated by project requirements.

**Certificates and Licenses:** Valid Driver's License required.

**Supervisory Responsibilities:**

1. Develop and maintain an effective department through the selection, training, compensation, review and motivation of employees.
2. Develop and maintain a program for high performance standards and sound employee relations.
3. Provide guidance and direction to employees to assist them in their professional development.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**Physical Demands:** While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 30 pounds.

Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.