



Job Description

Job Title: Business Development Assistant

Reports To: Corporate Marketing Manager

FLSA Status: Exempt

SUMMARY

The Business Development Assistant is responsible for supporting the marketing and sales departments through effective customer service, contributing to the overall growth of the company. This position will handle multiple sales, marketing, administrative, customer service and sales support duties.

- Support our lead generation activities; research sales leads, pre-qualify on the phone, develop targeted mailings, etc.
- Act as Data Steward for company's CRM database of prospects ensuring the collection of information regarding customers and prospects is accurate and current.
- Work with marketing to develop detailed email campaigns for specific customers and/or equipment users in the company, based on need and utilization numbers
- Coordinate with relevant staff in customer proposal development (RFP) and information requests (RFI). Track success of such proposals and follow up with management using various reporting methods. Ensure smooth transition of new rates and operating procedures to branch personnel.
- Provide reporting and assist in the relationship development for those customer accounts that have not been contacted within a given timeframe and work with sales representatives to grow these accounts
- Maintain national account database and provide ongoing customer service and reporting for key accounts.
- Track seasonal equipment needs by location and coordinate marketing efforts
- Evaluate any trade association, industry website and business professionals that can positively impact business practices in the organization and lead to expansion of prospect database
- Help write, edit, and assemble persuasive and compelling new business proposals with the utmost attention to detail
- Support our lead generation activities (research sales leads, pre-qualify on the phone, develop targeted mailings, etc.)
- Keep track of our marketing and sales activities by mastering our database and reporting tool
- Use Internet-enabled tools to research prospects, collect industry and market information and prepare briefs for our sales team and management
- Provide back-up assistance to our administrative support team and provide ongoing administrative support to Director of Marketing, National Accounts Manager and Executive Management

SUPERVISORY RESPONSIBILITIES: None

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 and/or EXPERIENCE

- Associate Degree (A.A.) or equivalent from two year college or technical school; or one year related experience and/or training; or equivalent combination of education and experience.

OTHER SKILLS AND ABILITIES

- Strong work ethic and a desire to succeed.
- Excellent communication skills, both oral and written.
- Attention to detail and highly organized.
- Ability to prioritize and manage many tasks simultaneously
- Ability to face and overcome new challenges seen in the course of work
- Ability to interact with external and internal clients professionally
- Willingness to travel and work evening hours as needed
- Proficient in Word, Excel, Outlook and Mckinney databases

LANGUAGE SKILLS

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.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio and percent and to draw and interpret bar graphs. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT

The noise level in the work environment is usually moderate.