Title: Business Development Coordinator

Pay Scale Group: 15

Essential Function

Under general supervision from a designed administrator, assist in the development of new education agreements with qualifying corporations and public sector entities. Collaborate with marketing, sales, and project development teams to implement business development initiatives. Manage sales and business development activities and maintain relationships with clients and potential corporate partners.

Characteristic Duties

- Identify and help to develop strategic relationships with corporate, community, and military outreach efforts; generate leads and appointments for account executives and director through cold calling and other sales strategies; respond to sales requirements from existing and potential customers; create and maintain monthly marketing plans

- Develop/modify project agreements (contracts); manage the contractual process throughout the life cycle

- Collaborate with sales consultants to monitor client project progress and status; track project deliverables utilizing created internal project tracking systems; proactively identify and manage risks to the established project timeline; establish and maintain a usable and well-communicated schedule for all phases of a project; ensure project meets internal and client expectations with respect to quality, budget, delivery, timelines, and strategy; create and present reports defining project progress, problems, and solutions to management team and clients

- Serve as first line of support for client and consultant trouble-shooting and questions; maintain communication internally and externally; develop tools and processes and provide ongoing support for sales and departmental objectives

- Conduct research and compile data on key trends; analyze relevant literature, other benchmark information in order to develop new marketing ideas for client outreach

- Maintain social networking tools (Facebook, Twitter, and LinkedIn)

- Attend conferences and tradeshows; network with prospective clients, partners; provide public outreach presentations

- Other related duties as assigned

Minimum Qualifications

Bachelors' degree with three (3) years experience; -OR- Associate's degree with five (5) years experience; -OR- seven (7) years related experience. Experience must be in coordinating projects, programs or other related field. Experience may require at least one (1) year of supervision.

Created 4-17-13 Eve Underhill