

NORTHERN DIRECTORY PUBLISHING

POSITION DESCRIPTION

POSITION TITLE: Business Development Manager **DEPARTMENT:** Sales

CLASSIFICATION: Regular Full-Time, Salaried

REPORTING RELATIONSHIPS

POSITION REPORTS TO: General Manager

POSITIONS SUPERVISED: None

ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. **Network with company managers and staff in our market area.**
 - a. Attend select conferences and trade shows.
 - b. Call on accounts, in person.
 - c. Phone-email-social network with key customers.
 - d. Develop marketing strategies for each market segment; and implement.

 2. **Prepare publishing bids.**
 - a. Gather and analyze pertinent publishing data such as advertising sales, distribution, design and scope.
 - b. Prepare publishing proposals.
 - c. Present proposals to customer management and staff.

 3. **Manage and create marketing programs for promoting our company.**
 - a. Gather market information and create marketing programs to effectively promote our publishing services.
 - b. Write and develop content for our company website, newsletter, and social network websites.

 4. **Assist with marketing support for yellow page sales efforts.**
 - a. Manage our company advertising programs which may include selling trade agreements with media providers.
 - b. Create effective ads promoting our company and our products.
 - c. Create effective advertising fill for our directories.
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PERFORMANCE MEASUREMENTS

1. How actively our products are marketed.
 2. Communication and networking skills, written and verbal.
 3. Ability to create effective advertisements and ad programs.
 4. Effectiveness of securing publishing contracts.
 5. Quality of work and ability to meet deadlines.
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QUALIFICATIONS

- EDUCATION/CERTIFICATION:** Bachelor of Arts in Marketing, Communications, Business or equivalent.
- REQUIRED KNOWLEDGE:** Knowledge of related computer applications (MS Excel, MS Word, MS Outlook, MS PowerPoint). Basic knowledge of design programs.
- EXPERIENCE REQUIRED:** 2-3 years sales related experience required. Business to business sales experience preferred.
- SKILLS / ABILITIES:** Strong communications and social interaction skills. Ability to make effective presentations. Ability to identify sales opportunities and create effective promotions to capitalize on the opportunity. Ability to complete projects on time.
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PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

OFFICE / DESK WORK: The physical requirements of this position are typical of those found in any office setting. There are repetitive motions that are required primarily for typing. Work is sedentary in nature and requires sitting for extended periods of time. Visual acuity is necessary for all sizes of print while proofreading for accuracy. Occasionally may be expected to exert up to 10 lbs. of force.

TRAVEL: Will occasionally be required to work in the field, traveling to customers place of business and marketing related events. Will spend time driving both in town and on highways. Will be required to travel, including overnight and extended business travel assignments, which could be several days in duration.
