

**Position Description
Cover Sheet**

In order to make an objective and accurate evaluation of a position, it is very important that the position description (PD) contain **specific** data. Therefore, please provide all information requested and forward this form through the division dean to the Human Resources Office for classification.

Title Business Developer

Division/department CEWD/CCT

Campus La Plata

Check one: New PD _____ Revised PD ____ _ No changes to PD X_____

Please identify any similar positions already established within the department:

Is this a Director-Level position? Yes _____ No X_____

Reports to _____ Date _____
(Signature)

Title of Position Reported to Corporate Center Director

Approval _____ Date _____
(Signature - Second-Level Supervisor)

Approval _____ Date _____
(Signature – Vice President or President)

Account code(s) _____

Work schedule _____

FOR HUMAN RESOURCES DEPARTMENT USE:

Position number 9054 Grade 28

Statistical group _____

Exempt / Non-exempt _____ Date 8/2017

Requires Financial Disclosure Statement _____

If the employee's primary position is EXEMPT, there are no limitations for working in a secondary position. If the primary position is NON-EXEMPT, the following rules apply:

1. The employee cannot hold credit or credit-free part-time faculty positions unless a special exception is made by the division VP.
2. The employee must record the total combined hours worked on the system-generated time sheet which is distributed each pay period. The employee is responsible for obtaining the signatures of both supervisors on this time sheet.
3. The employee's total combined hours worked for all positions should not exceed 40 hours in a workweek.

POSITION DESCRIPTION FOR: Business Developer

1. Core Responsibilities: Prioritize tasks and responsibilities and summarize them below. Please provide **percentages of time** allotted to each particular task or responsibility, making sure that the **total percentage equals 100%**. Please give specific duties and avoid using generalizations or “other duties as assigned.”

The Business Developer is pivotal to advancing the college in its goal of becoming the region’s first choice provider for leadership development and workforce training. The Business Developer serves as an ambassador for the college and must be highly self-sufficient, motivated, focused and ambitious to successfully develop significant client relationships with a core client base. The results from establishing these relationships will enable the incumbent to become a strategic partner with key clients for delivering short and long term training programs for business success within the tri-county area.

75% Contract Sales and Client Relationships

- Generate sales revenue for CSM through contract training
- Represent CSM to the tri-county business community as a professional first choice provider of training and business solutions.
- Produce new client leads weekly and maintain a high lead-to client ratio
- Develop, nurture and grow CSM’s client data base.
- Analyze business environment and competition to know strategic approaches to selling
- Demonstrate expertise in identifying client training needs
- Works with product developer(s) to co-develop effective training solutions
- Sets contract pricing based on a formula that will result in a profit to CSM with sensitivity to the local market and client’s needs.
- Develop and deliver proposals for delivering short and long term training solutions
- Acquire and maintain product knowledge of all non-credit course offerings
- Take responsibility for all aspects of the client relationship and deliverables
- Assess the business environment’s leadership and workforce training needs utilizing focus groups and other methods
- Build repeat business from high customer satisfaction
- Resolve customer issues/problems in a manner that exceeds client expectations

- Participate in community events, trade-shows, and activities associated with clients' interests
- Do post event interviews with client to monitor quality and follow up with clients and staff.

15%- Salesforce Administration

- Maintain accurate records of sales activities within Salesforce
- Utilize Salesforce to track leads, contacts, and sales opportunities

10%- Recruitment

- While making contracts throughout the community, the Business Developer will help recruit a prospective instructor pool for open enrollment and contract training opportunities

2. Education/Knowledge Required: Specify required degrees, experience, special skills and abilities necessary for satisfactory performance.

- Bachelor's degree; Master's preferred
- 3-5 years sales experience in a customer driven environment with good track record required. Sales of services vs. products are preferred
- Excellent verbal and written communication skills are required
- Demonstrate excellent work ethic and personal integrity
- Customer focused
- Excel in a team environment
- A good driving record is required as is maintenance of insurability under the college's vehicle liability insurance program.

3. Supervision: List all position titles reporting directly to this position, full-time or part-time. Include student assistants, temporary, permanent and part-time faculty supervised in a typical semester or year.

none

4. Internal & External Contacts: Identify contacts required within and outside the college, and purpose of contacts. (Example: Contacts vendors for supplies and materials; or meets with tri-county public and private employers to determine training needs)

- Significant partnerships with employers representing a highly complex business environment including a large DOD facility, significant and rapidly growing base of DOD vendors, private, public, and nonprofit sector enterprises

- Significant interaction with Continuing Education and Workforce Development staff, and stakeholders to accurately represent multi-faceted business and community needs for the continuous improvement of CSM programs/services to meet those needs
- Professional membership and participation in associations that serve to promote workforce training, continuing education and life-long learning (i.e., Chamber of Commerce, Rotary Club, Patuxent Partnership, Human Resources Association of Southern Maryland)

5. Guidelines/Procedures/Regulations: Identify guidelines, procedures, instructions, regulations and laws within which the position functions. Be specific.

MHEC guidelines, Continuing Education Best Practices, Faculty Handbooks, CSM registration and program processes, distance learning procedures, and Communication and Community Relations and CEWD processes.

6. Communications: Please describe the written and verbal skills required for the position.

Excellent communication skills, both written and verbal, are required for this position. This person will spend 75% of their time representing CSM to the business community in the tri-county area.

7. Role Complexity:

The Business Developer will cover the tri-county area with the purpose of generating sales. With a large target market, extensive planning will be required. Visits to clients in similar geographic regions should be planned and scheduled so that this person's time is spent with clients vs. driving.

8. Creativity & Innovation:

The Business Developer will be evaluating the business needs of local employers and will need to have creativity to determine innovative ways to solve client's needs. Sometimes the training solution for the employer may be something we already have but often this will require customized training to be developed. CSM would like to be the solution to a variety of business needs.

9. Impact:

Responsible for the sales and execution of business training programs in excess of a half million dollars a year.

10. Fiscal Responsibility: Describe the fiscal responsibility. Include total dollars that the position directly controls.

Although this person is not a cost center manager, they are responsible for ensuring that they are pricing contracts in a manner so that Corporate Center courses run at a profit to CSM.

11. Physical Working Environment: Describe the physical working environment and list any hazardous and toxic substances used in the performance of duties.

Significant travel to client offices in the tri-county region is required. Hours may fall outside of regular Monday-Friday business hours as client demand requires. Although an office is provided, many times this person will be working “on the road”.