

Business Development Manager

Reports to President

A. Overall Role

The Business Development Manager (BDM) will work closely with the firm's Business Development Committee. The BDM will be based in Grand Rapids or in one of our other office locations, and will be expected to travel to the other offices as needed.

The BDM will lead the firm's business development functions, including: marketing and branding; business development strategic planning for the firm's teams and practice areas; market research and intelligence gathering and dissemination; business development and client relationship training; RFP/RFQ responses and proposal preparation; assistance with presentations; external communications; events; the firm's website and other digital marketing; and marketing-related technologies.

The BDM is responsible for ensuring that the firm's business development strategy and tactics are aligned with the firm's strategies. The BDM must be strategic, an excellent manager, and an outstanding ambassador for the firm.

B. Essential Responsibilities

1. Develop the firm's overall marketing and business development plan, working with the Business Development Committee and Team Leaders.
2. Identify practice areas and client managers for specific business development and cross-selling focus.
3. Identify opportunities to expand the range and volume of services to existing clients.
4. Coordinate professional association membership, participation, and presentations.
5. Develop training programs and coach employees in best practice tools and skill enhancement related to business development.
6. Oversee marketing and communication staff.
7. Manage relations with external providers of services such as website, media relations, business development coaching, and marketing-related technologies.
8. Implement marketing-related technologies.
9. Oversee development of effective collateral material, including proposals, project summaries, newsletters, blog posts, social media, and announcements.
10. Assist client managers and developing and preparing for presentations.
11. Manage external communications.
12. Establish metrics to track department's performance and report to management regularly.

C. Education, Experience, and Skills

1. Bachelor's degree or higher in marketing, communications, or a related field.
2. 5+ years of relevant business development and/or marketing experience in a professional service firm, preferably in the architecture and engineering field.
3. Excellent written and oral communication skills.
4. Ability to think strategically.
5. Well-organized.
6. Ability to lead, motivate and work with a positive attitude.
7. Ability to work collaboratively with engineers and other related professionals.