

ShawnTech Communications, Inc.

Marketing & Business Development Specialist

JOB DESCRIPTION

Overview

The Marketing & Business Development Specialist is a key member of a team of professionals working together to achieve ShawnTech's primary goal of providing our customers with legendary service.

Position Summary

The Marketing & Business Development Specialist is responsible for collaborating with the sales and marketing team to produce winning RFPs, proposals and new business presentations as well as support the department with direct marketing activities such as execution of campaigns and events / trade shows that lead to increased sales opportunities.

Exhibits and encourages the following behaviors: excellence and competence, collaboration, innovation, respect, commitment, accountability, initiative, and ownership.

Key Responsibilities and Essential Duties Include the following: Other duties may be assigned as required to meet the corporation goals.

- Conduct research for new business development targets; summarize findings, prepare reports and fact sheets
- Monitor systems for Request for Proposal (RFP) notifications; distribute to appropriate internal audiences
- Project manage RFP process from start to finish
- Craft succinct yet persuasive responses that address proposal requirements
- Critically edit and proof content including content prepared by other professionals
- Translate technical information as required into graphical representations (e.g., flow charts, diagrams) for use in proposals and presentations
- Develop or edit content for business development efforts – presentations, whitepapers, etc
- Write and/or edit copy for sales collateral, direct marketing campaigns, and digital media
- Maintain lead and customer lists to be used for marketing campaigns and sales communications
- Implement marketing campaigns; monitor and report results
- Coordinate trade shows and events
- Track the status of leads and business opportunities; create sales pipeline and related reports
- Other duties as assigned

Experience, Skills, Education and Certification

- Bachelor's degree in Marketing, Communications or related field (preferred)
- Excellent written communication skills
- High degree of proficiency with Microsoft Office Suite (Word, PowerPoint, Excel) and Adobe Acrobat Professional
- Experienced preparing and responding to RFPs (preferred)

- Experienced in digital marketing strategies including SEO and social media (preferred)
- Proven ability to conduct online research
- Strong facilitation, organizational and project management skills
- Extreme attention to detail
- Process-oriented
- Strong problem solving skills
- Customer-focused
- Ability to work well under pressure, sometimes meeting multiple simultaneous deadlines
- Available to work the hours needed to meet non-negotiable deadlines

Attitudes, Behaviors and Competencies

The culture of the organization is created, enhanced and maintained through the attitudes and behaviors of its team members. Candidates and employees of ShawnTech will be evaluated on the extent to which these critical attitudes and behaviors are demonstrated.

Whatever it Takes - Embodying the idea of willing sacrifice, the drive and commitment to achieve incredible results.

Spirit of Ownership - We are all owners; we are all on the team; it takes all of us to win.

Intelligent Urgency - Thought before action, regardless of the intensity and urgency displayed by those that surround you. Applied to singular solutions as well as collective demands on you for action

Competencies are the measurable or observable knowledge, skills, abilities, and behaviors (KSABs) critical to successful job performance. Candidates and employees of ShawnTech will be evaluated on the extent to which these critical competencies are demonstrated.

Initiative - Determined and resourceful in attempts to reach goals and adding value to the organization.

Innovative - Thinking outside the box. Utilizing inventive and imaginative skills. Considers new ways of doing things, actively seek out and carefully considers the merits of new approaches to work

Adaptability - Willingly embrace new approaches when appropriate and discard approaches that are no longer working. Effectively able to change plans, goals, actions or priorities in response to unpredictable or unexpected events.

Efficiency - Contributes positively to company's operating efficiency by following established procedures, policies and processes.

Collaboration - Works together with the team to achieve results. Encourages and displays a pro-company, pro-work, positive attitude. Positive contributor to organization by promoting cooperation and teamwork to accomplish organizational goals