**Educational Credential Evaluators, Inc.**

**Job Title:** Market Development Manager

**Prepared date:** January 2019

**Summary:**  Executes business development initiatives focused on supporting ECE's brand.

Assists the Director of Market Development & Senior Director of Marketing in determining appropriate markets, cultivating business opportunities, and generating and building relationships.

**Essential Duties and Responsibilities** include the following.

Prepares detailed internal and external reports and analysis. Monitors key performance indicators.

This position entails an 80/20 split between time spent on direct sales, marketing, and outward-facing communication (80%) and more internal-facing support, including research and special projects as assigned (20%).

Sales

Supports market development initiatives. Demonstrates a strong knowledge of all ECE products and services. Identifies prospects’ needs, understands business drivers behind requests, and explains ECE's value proposition.

Contributes to continuous improvement efforts to optimize the sales function. Works to develop and implement marketing automation efforts, and makes recommendations for ongoing enhancements.

Reporting to the Director of Market Development, this position is responsible for generating leads through various channels and transitioning them into customers.

In particular, this role focuses on new business development within a growing market for ECE – healthcare. While healthcare will be the primary area of responsibility for the market development manager, other markets, such as targets within ECE’s traditional education market, may also be a part of the portfolio.

Client Relations

Develops relationships with potential institutional customers and maintains relationships with key customers. Works with marketing leaders to grow new clients and explore untapped markets through research and relationship building.

Creates a positive working relationship for both newly acquired and established clients by anticipating and responding to client needs and developing reasonable solutions.

Consistently provides clear direction and accurate interpretation of client product requirement needs to all stakeholders when discussing customized evaluation product options and cost.

Asks insightful questions of clients to determine their unique needs relative to their industry (education, healthcare, etc). Based on a detailed understanding of ECE products and capabilities, suggests creative solutions to those needs.

Brand Promotion

Supports the established company image and reputation in the field. Represents ECE at conferences for business development purposes.

Research

As assigned, conducts market research to assist in product development, market expansion, and service enhancement.

Collects and develops market intelligence (*primary and secondary)* and identifies new business opportunities and targets.

Provides feedback to ECE about market trends, competitive threats, unmet needs, and opportunities to deliver greater value to customers by extending company offerings.

Technology

Works with customer relations management (CRM) system to manage sales activities by maintaining an active record of client touch points and follow-ups to ensure continued development of relationships.

Measures customer retention and tracks customer satisfaction in addition to acquisition.

Organizational Support

Provides marketing and administrative support as needed.

Other duties may be assigned.

**Competencies** To perform the job successfully, an individual should demonstrate the following competencies:

Business Acumen - Understands business implications of decisions, demonstrates knowledge of market and competition, aligns work with strategic goals, presents numerical data effectively, collects and researches data, uses intuition and experience to complement data.

Commitment & Responsibility - Keeps commitments, arrives at meeting and appointments on time, ensures work responsibilities are covered when absent, works independently or collaboratively depending on the situation, manages competing priorities.

Communication - Writes clearly, informatively, without error, and ensures ECE’s style is represented in all communication, speaks clearly and persuasively, listens and gets clarification, responds well to questions, demonstrates presentation skills, demonstrates attention to detail and ensures that all communication adheres to ECE brand standards.

Customer Focus - Approaches others in a tactful manner, builds strong relationships, is flexible/adaptable, solicits and applies feedback, responds promptly to customer needs, shows respect and sensitivity for cultural differences, responds to requests within one business day.

Delivers Results - Demonstrates accuracy and thoroughness, meets productivity standards, completes work on time and within budget, develops, prioritizes, and plans work activities, demonstrates organization and project management skills.

Functional Expertise - Assesses own strengths and weaknesses, pursues training and development opportunities, strives to continuously build knowledge and skills through professional development opportunities, and shares expertise with others.

Organizational Focus- Follows policies and procedures, supports organization's goals and values, identifies external threats and opportunities to the company.

**Qualifications** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Qualifications

Experience with business to business sales is required.

Education and/or Experience

A Bachelor’s degree and a minimum of 2-3 years of experience in sales or a related field, preferably in the education, healthcare, or credential evaluation industry.

Computer Skills

An individual should have knowledge of database and word processing software, social media, customer relations management (CRM) software, the Internet, and email. Experience with Sugar and/or Act-On CRM products and knowledge of advanced MS Excel functions are highly preferred.

Foreign Language Skills

No foreign language skills are required for this position, however familiarity with a foreign language and/or foreign culture preferred.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to calculate figures and amounts such as proportions and percentages.

**Supervisory Responsibilities**

This job has no supervisory responsibilities.

This position reports to the Director of Market Development.

**Physical Demands & Work Environment** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to walk; use hands to finger, handle, or feel and reach with hands and arms, and talk or hear. The employee is occasionally required to stand; climb or balance; stoop, kneel, crouch. The employee may occasionally need to lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

Travels to conference and client sites as needed.