



**Job Title: Business Development Officer**

## **CLASSIFICATION DESCRIPTION**

---

**Department: Academic and Student Affairs**

**Pay Grade: 114**

**FLSA Status: Exempt**

**Remote Work Eligible: Yes**

### **JOB SUMMARY**

This position identifies new business opportunities and clients; works with clients to identify needs and how the College services or programs can help create solutions; develops project budgets; negotiates contracts that include cost and scope of services; develops and implements marketing plans to advertise and promote programs and services; and supports ongoing relationships to ensure that the objectives and services requested by clients are met. This position develops strategic plans, action plans with tactics, timelines, success metrics, and resources to improve processes for clients while streamlining the collaborative process.

### **DISTINGUISHING CHARACTERISTICS**

Eligible to work remotely.

### **ESSENTIAL JOB FUNCTIONS**

- Develops and executes marketing strategies to promote the Center's services throughout the College District, which includes: determining effective vehicles for communicating the Center's services; monitoring marketing budgets; designing print and electronic marketing pieces; determines appropriate distribution methods; maintaining the Center's web page; and performing other related activities.
- Designs and facilitates dynamic, results-driven collaborative engagements for different sectors (private, public and nonprofit); supports clients in shaping their organization's overall vision, mission, strategic and long-term goals.
- Manages the Collaborative Labs external staff; recruits, hires, trains and manages consultants.
- Manages the Collaborative Labs operations; monitors multiple scheduled client engagements; signs Proposal/Statement of Work by the client; assigns the team; monitors progress; engages action; and then delivers client documents and action plans.
- Assists with budget projection; conducts cost analysis; calculates margins; monitors profitability; tracks financial performance; and prepares detailed financial analysis for internal review.
- Identifies new business and clients; determines target businesses organizations; develops relevant and valuable presentation messages; and determines pricing strategy.

Prepared: February 2023

- Evaluates current procedures and identifies process improvements.
- Performs various administrative duties; monitors Labs' calendar; updates CRM; responds to emails; etc.
- Conducts presentations to clients; visits clients; prepares and negotiates proposals and contracts; and determines price for products.
- Creates and maintains relationships with businesses and individuals in the community, region and state to develop new business opportunities.
- Performs other duties as assigned.

## **MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS**

Bachelor's degree in a field related to assigned area; five (5) years of successful, related work experience developing marketing training or other business services; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### Knowledge of:

- Business plan development techniques;
- Marketing principles and practices;
- Project management principles;
- Applicable federal, state and local laws, rules, and regulations;
- Proper use of the English language;
- Public relations principles;
- Recordkeeping principles;
- Basic negotiation techniques; and
- Computers and related software applications.

### Skills in:

- Developing business plans;
- Developing and implementing marketing and communication plans;
- Organizing;
- Managing and coordinating the preparation and publication of a variety of marketing, promotional, and/or communication materials;
- Maintaining records;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

### Ability to:

- Coordinate and prioritize work; and
- Manage multiple simultaneous projects.

## **CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS**

Certification as a Professional Facilitator desired.

## **PHYSICAL DEMANDS**

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.		Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.		Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>X</u>	Visual Acuity 2 – color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	

## **TYPE OF WORK**

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.

- Very heavy work:* Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

## **WORK ENVIRONMENT**

May be required to work hours other than the regular schedule including nights and weekends.

Work is performed regularly where decisions are made that could lead to major community or organizational consequences if there is a failure to make the appropriate decision at the time.

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.*

***St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.***