



Job Title: Business Development Representative

CLASSIFICATION DESCRIPTION

Department: Business Development

Pay Grade: 108

FLSA Status: Non-exempt

Remote Work Eligible: No

JOB SUMMARY

This position is responsible for developing and marketing conferences or training programs to external clients. Duties include: establishing and maintaining relationships with clients; identifying client needs; developing training curriculum or conference schedules; pricing training; selecting instructors/speakers; marketing services; and monitoring a budget.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Develops and executes marketing strategies to promote Center services throughout the College District; determines effective vehicles for communicating Center services; monitors marketing budgets; designs print and electronic marketing pieces; determines appropriate distribution methods; and maintains the Center's web page.
- Supports training programs; sells current programs and services to organizations or the public; generates training proposals; meets with customers; determines pricing; and provides customer service.
- Develops curriculum; hires instructors; delivers classes regarding small business topics including: assessing training needs for the business community; researching resource materials; and designing curriculum to meet needs.
- Provides technical and training support to customers such as implementation of new e-learning programs.
- Maintains a variety of marketing materials, promotional items, communication materials, and records.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's Degree in Marketing or a related area; four (4) years of related work experience including marketing and sales, preferably with experience in an adult training program; or any

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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

N/A.

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.	X

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.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

Work is performed in a safe and secure work environment that may periodically have unpredicted requirements or demands.

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.