PACIFIC NORTHWEST DEFENSE COALITION

**Business Development Officer**

**Puget Sound, WA**

Full-time, Base Salary + Commission + Annual Performance Bonus Program

The Pacific Northwest Defense Coalition (PNDC) is seeking a Business Development Representative to drive customer relationships and grow our membership in the Puget Sound region. The ideal candidate will have strong communications and interpersonal skills, be a “hunter”, and enjoy working in a fast-paced environment. The representative will develop new client relationships and be a driven advocate for PNDC’s services in the industry. This position is the face of PNDC to new members and an advocate for our members internally at PNDC.

**Job Description**

PNDC is the association for Pacific Northwest defense and security industry businesses. PNDC strengthens our members' business growth, our region's economy, and our nation's security through training, one-on-one counseling, business-to-business networking, marketing, and advocacy. Membership includes innovative companies in Oregon and Washington State supporting defense and security needs in aerospace, unmanned systems, advanced manufacturing, tactical equipment, information technology, maritime defense, homeland security, and more.

The Business Development Representative has responsibility for recruiting new members and retaining members in Washington State, with the majority of members in the Puget Sound region. The primary function of this position is to generate quality leads in a B2B environment and turn those leads into members of PNDC. The business development representative will identify new prospective members, qualify leads, set appointments and subsequently grow and maintain those relationships. This position has an externally facing role managing relationships in the community with both business members and partners. Additionally, this position will help to plan, organize and execute education, training and networking events on behalf of PNDC.

**Job Roles and Responsibilities**

***Business Development – New Member Acquisition***

* Developing and implement growth strategies and plans; conduct research to identify new markets and customer needs
* Identifying new sales leads; create a new client portfolio
* Research organizations and individuals online (e.g., on business websites, social media) to identify new leads and potential new markets
* Research the needs of other companies and learn who makes decisions about purchasing
* Qualify new companies to find those who fit our “ideal client profile”
* Contact potential clients via email and/or phone to establish rapport and set up meetings
* Engage with those companies - calling, emailing, social-media, etc. to establish a connection
* Represent and promote PNDC at key industry events, conferences, trade shows and meetings
* Prepare marketing presentations (e.g., PowerPoint) targeted towards specific clients
* Ask questions and seek to understand the needs of the prospective client
* Espouse the virtues of PNDC by understanding the client’s specific needs, and how PNDC can best service those needs
* Contact clients to inform them about new developments in the industry and in PNDC’s services
* Negotiate and renegotiate by phone, email, and in person

***Business Development – Member Retention***

* Regularly communicate with, visit, identify needs of, and facilitate effective services to current PNDC member businesses in the Puget Sound
* Assist Puget Sound defense/security businesses in successfully expanding and growing by referring them to appropriate resources (supply chain opportunities, education/training providers, export assistance, workforce assistance, etc.)
* Effectively coordinate with other PNDC staff to ensure effective outreach and member services
* Work in close partnership with PNDC Program & Event staff to ensure successful PNDC networking, training, and advocacy events in the Puget Sound area
* Maintain knowledge of member company background, expertise, and unique products and services
* Develop and maintain cooperative relationships with local, state, and federal government agencies, other associations, and local military commands

***Business Development - Strategy and Administration***

* Establish sales objectives by creating a business development (sales) plan and quota for the region in support of the entire PNDC organization
* Achieve regional sales objectives by contributing regional information and recommendations to PNDC’s strategic plans and marketing reviews; preparing and completing business development action plans; resolving problems; identifying trends; determining regional sales system improvements and implementing change
* Gather and analyze market trends and customer feedback to help reshape the organization's marketing and business development plans and to advance specific initiatives
* Generate an accurate monthly and quarterly tracking document and forecasts based on current trends and analysis. Adjusts sales/membership goals and procedures as appropriate, with approval of President & CEO
* Coordinate with PNDC staff to meet members needs within the region. May recommend product or service enhancements to improve customer satisfaction and sales potential.
* Record all activity in Customer Relationship Management (CRM) system
* Accurately report upon metrics to senior leadership
* Respond promptly to customer & prospect inquiries as well as internal staff requests

***Event Planning***

* Assist with the planning of training programs to serve the needs of PNDC members and other Northwest businesses
* Assist with the planning of networking events, including networking receptions at member businesses
* Outreach to community partners to engage in event planning and marketing
* Market events successfully through website, newsletters, mailings, printed materials, and social media to maximize awareness and participation
* Attend PNDC events and provide on‐site support as needed

***Corporate Partnerships (Sponsors & Sustaining Members)***

* Manage relationships with existing and new corporate partners – both Sponsors of events and Sustaining Members in the region

***Other***

* Serve as PNDC’s representative to appropriate industry-related Boards and/or Committees
* Assists with development and support of other operational projects as needed
* Other duties as necessary to contribute to the overall success of the Members served

**Qualifications**

* Bachelor’s Degree in Business Administration, Communication, Marketing, or related field
* Previous job experience required for this position includes a minimum of five (5) years of business development experience in sales, operations or marketing positions
* Strong track record of business-to-business sales at a corporate level.
* "HUNTER” mentality - competitive, aggressive, but tactful and strategic
* Business acuity - follows current trends and industry leaders
* Experience in public speaking, report writing, creating and delivering presentations are required
* Solid research and strategic analysis skills
* Must possess excellent interpersonal skills and be able to cross function with operations and business development colleagues as needed
* Excellent organizational skills are essential as well as performance monitoring
* Proficient in Microsoft applications, general computer functions and online research
* Experience working directly with companies or organizations in the defense and security industry preferred

**Benefits and Compensation**

This is a full time "career" position. Expected work hours are 8 am to 5 pm with some events in the evenings and occasional weekends. Travel is mainly within the Seattle Metro area (Pierce, Thurston, Lewis, Mason, Kitsap, & King, Snohomish counties). Some travel may include Eastern Washington, the Columbia River Gorge, Vancouver and the Portland Metro Area (Oregon).

Compensation includes a Base Salary plus Commissions and an Annual Performance Bonus Program. Base salary range is between $43,000-$50,000 based on experience.

As a full time staff member you will qualify for our supplemental health benefits, as well as our retirement plan. This position also includes rental car or mileage reimbursement plan, as well as account management expense reimbursement.

* Base salary plus uncapped commissions
* Annual Performance Bonus Program
* Wellness Reimbursement
* Matching IRA Program
* Paid Time Off
* Vehicle mileage reimbursement plan well as account management expense reimbursement

*PNDC takes pride in having a dynamic, diverse workforce. We are an Equal Opportunity Employer. Drug test and criminal background check may be required at the time of employment. PNDC is a Drug Free Work Environment. Any candidate that tests positive for ANY controlled substance and/or alcohol during a pre-employment drug/alcohol screening will not be eligible for hire.*