Director of Business Development & Education

Job Description:
The ideal candidate will possess a broad knowledge of the building materials industry and a thorough understanding of Promotional, Advocacy, Marketing and Business Development techniques. This position will focus on maintaining contact with established specifiers, developers and members while soliciting new relationships and engagement opportunities. Candidate will also demonstrate the ability to consistently cultivate promotional opportunities and relationships for the association and influence key decision makers in the architectural, engineering, and regulatory markets to incorporate ready mixed concrete and related building materials products in their projects.

Responsibilities:

- Aggressively create and track business development and market penetration with architects, engineers, contractors, state departments, municipalities, and state legislators.
- Establish and maintain relationships with the design, construction and development communities while improving the knowledgebase and increasing the use of concrete products.
- Provide educational and technical resources through training and seminars on usage, application or specification of concrete and concrete products.
- Develop and give presentations on various topics to association members, contractors, developers, the specifier community, government agencies and others.
- Plan and execute the association’s annual education program.
- Plan and facilitate meetings for members in local markets.
- Participate in industry efforts to expand the use of ready mixed concrete for paving applications and structural framing of low and mid-rise buildings.
- Learn about and incorporate resources and personnel from the NRMCA and other allied groups to support the promotion efforts and provide resource or subject matter expertise where necessary.
- Communicate regularly with members to stay abreast of their needs and concerns and to provide relevant information affecting their customers and products and services.
- Utilize social media to promote the efforts and success of this position, members and the specifier community.
- Actively contribute to association communication efforts including social media, association blog, etc.
- Work directly with Executive Vice President to build coalitions with other materials producers and other aligned industry associations to elevate and maximize promotion effectiveness across multiple concrete markets and applications.
- Support advocacy efforts in regard to promotion initiatives.
- Aggressively monitor and track promotion efforts, projects and initiatives.
- Assist with the execution of association events including but not limited to Summer Convention, Fall Workshop, Mixer Driver Rodeo, etc.
- Actively participate with association committees.
- Assist Executive Vice President as needed.


**Required Skills and Experience:**

- Bachelor’s Degree required, preferably in Marketing, Communications, or Public Relations
- Minimum 5+ years direct experience in Promotional, Advocacy, Marketing, Business Development, or related Sales experience
- Strong project management and organization skills required
- Strong sales and/or lobbying ability is important
- Strong public speaking and presentation skills to groups as large as 75+
- Technical aptitude for construction products and problem solving required
- Must have excellent interpersonal and communication skills
- Demonstrate ability to consistently maintain and develop strong working relationships

**Salary & Benefits**

Salary is commensurate with experience and the position offers a very competitive benefits package.

**Location**

The position is located in Charlotte, NC.