
BUSINESS DEVELOPMENT ASSOCIATE

Great Place to Work® Institute has been identifying and researching great workplaces for 25 years. Every year since 1998, we have produced the list of Fortune's "100 Best Companies to Work for"® that appears in one of the magazine's best selling annual issues. Based on learning from our work with best companies, Great Place to Work® Institute also provides consulting services that help companies to measure, benchmark, and positively impact employees' experiences in their organization. For more information about the Institute, visit our website: www.greatplacetowork.com

Position Summary:

The Business Development Associate is a full-time professional position at the Great Place to Work® Institute. Reporting to the Vice President of Business Development, this person will respond to inbound inquiries, qualify potential leads, and provide logistical and client service support to the business development and marketing function of the Institute. This position is based out of our Wilmington, Delaware office.

This is a new role at the Institute and we expect that the person who fills it will be comfortable taking initiative and helping to shape this new position.

Primary Duties and Responsibilities:

Client Service & Outreach

- Assess in-bound leads to determine interest and refer to Client Relationship Managers
- Respond to inquiries and manage orders for Best Companies follow-on services; maintain calendar and assign resources
- Respond to inquiries and requests for speaking engagements; determine which engagements to pursue; assign resources
- Conduct phone campaigns for list nomination process, report sales, follow-on services, or other sales efforts
- Manage related IP agreements for client presentations
- Support the recruiting efforts for best companies lists

Business Development support

- Update, maintain, and run reports from the CRM system
- Collaborate on design of sales presentation slides in PowerPoint and implement updates and changes
- Create proposals and coordinate and write responses to RFPs
- Maintain updated proposal templates and maintain sales presentation and proposal library
- Update client list and reference lists

Great Place to Work® Institute, Inc
Job Description



- Collaborate to create and implement plans for online seminar attendee follow-up

Marketing support

- Manage inventory of marketing materials
- Coordinate updates, printing, or production of new marketing materials and updates to website
- Assist with implementation of e-mail blasts and marketing campaigns
- Provide support to execution of on-line seminars and follow-up marketing
- Write synopses of networking calls for client distribution
- Conduct potential client research and contribute to production of case studies
- Organize customer feedback data for analysis
- Research and propose potential conference attendance and speaking opportunities

As needed, provide additional administrative support to the team.

Required Skills and Characteristics:

- Excellent follow through and problem solving skills
- Attention to detail and high level of organization
- Strong client service inclination for both external and internal customers. Ability to create good rapport with others and build relationships effectively
- Strong comfort in approaching clients with sales conversations; able to handle impromptu client conversations and unique requests professionally and confidently
- Ability to represent the Great Place to Work® Institute and our services
- Strong written and oral communication skills
- High level of self-initiative; ability to work independently as well as with a team
- Familiarity/ ability to learn new technology quickly (including CRM application, managing email campaigns, assisting with webinars)
- Minimum 2 years office experience
- Strong computer knowledge is required (Windows Operating Environment, Word, Powerpoint and Excel). Thorough knowledge and experience in Internet use, html, and databases.
- Bachelor's degree
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Please forward resume and cover letter (stating salary expectations and where job posting was found) to jobs@greatplacetowork.com. Resumes without cover letters and salary expectations will not be considered. No phone calls, please.

Great Place to Work® Institute, Inc is an Equal Opportunity Employer

Filename: Business Development Associate JD (2) Post
Directory: G:\Operations\HR\Recruiting\JD's and Postings\Business
Operations
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