

CC Communications Job Description

Job Title: Business Development Manager

Department: Business Development

Reports To: General Manager

FLSA Status: Exempt

Date Prepared: 3/17/2025

Approved By: M. J. A. Date Approved 3/17/25

Wage Schedule: Salaried

Position Summary: The Business Development Manager (BDM) is responsible for driving growth, expanding market presence, and identifying strategic opportunities within the telecommunications sector. This role involves developing relationships with key stakeholders, identifying new business opportunities, and overseeing initiatives that contribute to revenue generation and customer acquisition. The BDM will collaborate closely with internal teams to ensure alignment with company objectives and market trends. The incumbent, together with executive leadership, will develop strategies for achieving the long-term business development goals of the company and employees.

The Business Development Manager shall be responsible for adhering to the following core values:

- Communicate, actively share knowledge and information
- Accountable, take ownership and responsibility for making, keeping and answering for all commitments to each other and our customers
- Respect, show respect for all
- Cooperate, work as a unified team
- Passionate, passionate about providing employees and customers with innovative technology solutions through continual personal and professional growth.

Key Responsibilities:

- Develop and implement strategic business development plans to expand market reach and revenue.
- Identify and pursue new business opportunities, including partnerships, contracts, and customer acquisitions.
- Conduct market research and competitive analysis to identify trends, customer needs, and emerging opportunities.
- Establish and maintain strong relationships with clients, vendors, and industry partners.
- Collaborate with sales, marketing, and operations teams to drive business growth and improve service offerings.

- Lead contract negotiations and business agreements to secure profitable deals.
- Oversee the development and execution of marketing initiatives to promote telecom products and services.
- Track, analyze, and report on key business development metrics to measure success and refine strategies.
- Represent the company at industry events, conferences, and networking opportunities.
- Work cross-functionally to enhance customer experience and satisfaction.
- Utilize tracking tools to monitor milestone progress, ensuring achievement by designated timeframes.
- Establish baseline business sales and goals for existing products, including business phone systems, circuits, managed WiFi, and security solutions.
- Develop and refine sales plans for residential and business markets, including segmentation by ILEC and CLEC footprints.
- Update and maintain the product catalog with new offerings and market trends.
- Design and recommend incentive plans for sales personnel, balancing base salary and commission structures to drive performance.
- Manage the Business Development Department, including overseeing employees, setting performance goals, administrative tasks, and ensuring alignment with company objectives.

Qualifications:

Skills, Knowledge and Ability

- Bachelor's degree in Business, Marketing, Telecommunications, or a related field (MBA preferred).
- 5+ years of experience in business development, sales, or a related role within the telecom industry.
- Strong understanding of the telecommunications market, including industry trends, regulations, and competition.
- Proven track record of successfully identifying and closing business opportunities.
- Excellent negotiation, communication, and presentation skills.
- Ability to build and maintain relationships with diverse stakeholders.
- Strong analytical skills with the ability to interpret data and make informed business decisions.
- Proficiency in CRM software and other business development tools.
- Self-motivated, goal-oriented, and capable of working independently and collaboratively.

Work Environment & Expectations:

- This position may require travel to meet with clients, attend industry events, and explore business opportunities.
- Performance will be evaluated based on key performance indicators (KPIs) related to revenue growth, market expansion, and strategic initiatives.

SPECIAL REQUIREMENTS: May be required to attend out of town training or meetings requiring travel by car, bus, plane or other means of transportation. May be required to work extended hours as needed to complete projects and meet deadlines.

PHYSICAL REQUIREMENTS: the physical requirements described are meant to be representative of those that must be met by an employee in order to successfully carry out the essential functions of the position.

Strength, dexterity, coordination and vision to use keyboard and video display terminal for prolonged periods of time. Strength and stamina to bend, stoop, sit and stand for long periods of time. Dexterity and coordination to handle files and single pieces of paper; occasional lifting of files, stacks of paper or reports, references and other materials. Some reaching for items above and below desk level. Some bending, reaching, squatting and stooping to access files and records is required. Sufficient manual dexterity and cognitive ability to operate a personal computer using word processing, spreadsheets and databases. The ability to communicate face to face and via telephone. Ability to lift at least 25 pounds on a recurring basis.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such reasonable accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

WORKING ENVIRONMENT: Work is performed under the following conditions: Position functions indoors in an office type environment where most work is performed at a desk. Environment is generally clean with limited exposure to conditions such as dust, fumes, noise or odors. Frequent interruptions to planned work activities occur.

Employee's Signature

Date

Manager's Signature

Date

