



## Position Description

<b>Position Title:</b>	Business Development Associate	<b>Reports to:</b>	Sales Director
<b>Department:</b>	Sales/Marketing	<b>Revision Date:</b>	9/26/2018
<b>Location:</b>	333 Fuller Ave NE Grand Rapids, MI 49503		

### Mar-Med:

Mar-Med is a physician founded, family owned medical device manufacturer in Grand Rapids, specializing in the design and manufacture of novel, disposable medical devices for emergency medicine and orthopedic surgery.

### Position Summary:

The Business Development Associate is responsible for assisting the Sales Director in managing the sales and marketing of the company's products. This includes the development of plans, implementation of strategy, and conducting of assessments to achieve sales goals.

### Essential Responsibilities:

1. Generate and manage prospective customer leads throughout the sales cycle for outbound and inbound opportunities, through research, telephone and targeted email marketing.
2. Call on and communicate with customers effectively on benefits of Mar-Med products, receiving feedback and providing technical or administrative information / pricing as necessary.
3. Assist in company's branding and media communication with creative design output, such as imagery, video and messaging, for web, social media, and other marketing collateral.
4. Maintain and prepare customer data of various sources in CRM for opportunity mining as well as reporting and attribution.
5. Participate in industry forums, client discussions, tradeshow and conferences as a representative of the company, providing regular feedback to management about known marketplace and competitor activity.
6. Support office tasks and activities, such as handling inbound queries, order processing, accounts receivables, inventory assistance, etc.
7. Perform other duties and projects as assigned.

### Supervision Received:

Specific Direction: Follows established work procedures. Receives periodic checks for performance. Refers unique questions/conditions to immediate supervisor.

### Supervisory Responsibilities:

No supervision: No supervisory responsibilities.



**Education & Experience:**

1. Bachelor's degree specializing in Marketing, Business or equivalent work experience.
2. One (1) to two (2) years of experience in content marketing and sales.

**Other Knowledge, Skills & Abilities:**

1. Experience working with Salesforce.com or similar CRM.
2. Experienced in Microsoft Office, including Word and Excel.
3. Excellent verbal (phone) and written communication skills.
4. Strong listening and presentation skills.
5. Ability to multi-task, prioritize, and manage time effectively.

**Core Competencies:**

1. Customer Orientation: A desire to serve clients by focusing efforts on listening and responding effectively to customer questions, resolving customer problems to their satisfaction, and evaluating customer satisfaction.
2. Oral Communication: Ability to actively engage in conversations to communicate with economy and clarity, clearly understand the message and intent, and receive and process feedback.
3. Sales: Use of appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients.
4. Problem Solving: Ability to recognize courses of action which can be taken to handle problems or potential problems, and applying contingency plans to solve those problems.
5. Interpersonal: Ability to develop and maintain relationships with others and adapt to a situation appropriately.

**Physical Requirements:**

Average Daily Physical Requirements	None	Less than 2 hours	2 to 5 hours	More than 5 hours
Work in stationary position				X
Move about work area		X		
Use hands/fingers to handle or feel		X		
Reach with hands and arms		X		
Ascend/Descend (stairs/ladder/etc.)	X			
Bend, stoop, kneel, crouch, or crawl	X			
Communicate with various parties				X
Detect flavors or smells	X			
Move containers up to 30 pounds	X			
Visual acuity		X		
Read and understand written word			X	
Drive/Travel	X			
Operate computer and general office machines				X
Operate Machines:	X			
Other:				



**Environmental Conditions:**

Average Daily Environmental Conditions	None	Less than 2 hours	2 to 5 hours	More than 5 hours
<b>Normal office environment:</b> No exposure to extreme heat, cold, noise or chemicals or hazardous equipment.				X
<b>Clean-room environment:</b> Exposure to a controlled environment for clothing, hygiene, temperature, air filtration.	X			
<b>Travel:</b> Limited exposure to outside elements.	X			

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at will employment status.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_