

**JOB NUMBER: WDC-18-008**

**JOB TITLE: WDC Business Development Analyst and Marketing Manager**

**Supervisor: Director Business Development**

**Status: Full Time – Exempt**

**Office Location: Grand Rapids, MI**

Waséyabek Development Company, LLC (WDC) is a legal entity, created and wholly owned by the Nottawaseppi Huron Band of the Potawatomi (NHBP), a Federally recognized Indian Tribe. WDC is committed to fostering the development of a stable, diversified economy for members of the Band which will contribute to their long-term wealth and economic self-sufficiency while managing risk and creating quality employment opportunities. WDC is the holding company of an investment portfolio consisting of Commercial Real Estate, Federal operating companies, and Commercial operating companies.

## **POSITION SUMMARY**

The position is responsible for providing Business Development and Marketing Analytical support to the Director Business Development and Executive Management team for WDC and subsidiary companies onsite in our Grand Rapids office. Develop and maintain all Business Development databases including DealCloud. Provide analytical support and be an active member of Business Development team. Develop and maintain multi-company websites. Provide graphics and formatting for presentations and proposals. The position reports to the Director Business Development and works closely with all employees, clients, customers and related agencies and or enterprises.

## **ESSENTIAL FUNCTIONS**

### *1. Business Development Analyst*

- Provide qualitative and quantitative business development and analytical support to Director Business Development by:
  - Identify emerging market trends, track competitive activity, and provide insights to the organization regarding the market landscape
- Assist in preparing for projects involving advertising and branding and other communications methods
- Perform qualitative and quantitative studies on proposed projects
- Maintain IBISWorld database
- Assist with proposal writing and presentations
- Develop and execute internal and external communications
- Responsible for maintaining DealCloud database, interacting with DealCloud staff and producing DealCloud reports
- Manage client acquisition pipeline through utilization of a pipeline management system to track prospects, leads and current clients.

- Update DealCloud flow charts in Visio software
- Present materials from previous business development meetings

## 2. *Marketing Manager*

- Responsible for multi-company website development and maintenance
- Manages company social media channels, including Facebook, LinkedIn, Twitter, and other relevant platform sites
- Engages in social media presence creation on new and emerging social media platforms
- Assists with social media projects, events, and community management
- Drafts monthly articles for publications in the Turtle Press
- Proposes innovative ideas and concepts for social media content
- Post and maintain all social-media sites; Company Facebook, LinkedIn and Twitter
- Draft and edit communications copy (e.g. press releases, publications, social media posts)
- Assist with develop marketing material including proposals, statements of qualifications, presentations, advertisements, and award submission
- Prepare, update and maintain a library of materials needed for marketing, events, conferences, trainings and meetings
- Responsible for inventory control of company literature for respective division or office
- Assist staff members with presentations, graphics and proposals

## 3. *Operations Support*

- Provide support to Operations personnel
- Conduct Property Inspections
- Assist with transition newly acquired businesses

## 4. *Administration*

- Act as backup to the administrative staff
- Assist with company staff meetings, events and Board meetings as necessary
- Other duties may be assigned

## **RISK MANAGEMENT**

- Monitor social medial sites to ensure WDC and subsidiary Company's compliance
- Monitor DealCloud to maintain accurate data

## **COMMUNICATION**

- Effectively and regularly communicate with the WDC Director Business Development and staff members
- Support WDC's values, principles, vision, mission
- Utilize effective communication skills to answer inquiries from coworkers, clients, or the public

- Support involvement may include producing reports, graphics, presentations, and other visual material

## **STRATEGIC PLANNING**

- Assist with the development of short and long-term organizational goals
- Contribute to the development of the WDC's vision and mission

## **LEADERSHIP**

Foster a company culture that promotes ethical practices and social responsibility; encourages individual integrity and maintains a positive and ethical work climate that is conducive to attracting, retaining and motivating top-quality employees at all levels

## **MINIMUM QUALIFICATIONS** High School graduate

- Bachelor's degree
- Experience with DealCloud software required
- Project Management Professional (PMP) preferred
- Capture and proposal process knowledge
- Minimum 3 years of experience in a professional business environment
- Experience in developing and delivering high-quality executive level communications and presentations
- Minimum of 2 years Website Development and Maintenance
- Proficient in Microsoft Office Suites including Word, Excel and PowerPoint
- Proficient in Adobe Suites, Photoshop, Illustrator, InDesign WordPress & Visio
- Working knowledge of Adobe Experience Manager – Forms
- Working knowledge of IBISWorld database required
- Advanced writing skills required
- Ability to perform qualitative studies on proposed projects
- Self-starter with excellent creative design process, organizational, time management, attention to detail and follow up skills; ability to manage competing priorities and assignments
- Strong graphic and design ability for proposals, presentations and public relations materials
- Proficient in Social Media updates including Company website, Facebook and LinkedIn
- Experience managing website Domain Names
- Highly resourceful team-player, with the ability to also be extremely effective independently
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment

- Strong project management skills, and ability to work autonomously and involve contributors cross-functionally as necessary
- Ability to organize and update Contract Management System data in DealCloud
- Organize and maintain all Business Development project files
- Maintain meeting schedules for Director Business Development
- Assist Director Business Development with travel plans and all other forms of reporting required by management
- Interact with clients, visitors, vendors and all other departments within the Company
- Effectively utilizes time and organizes priorities well
- Sees the big picture and is future oriented
- Action oriented and seizes opportunities
- Ability to work onsite in Grand Rapids, MI
- Ability to pass a pre-employment drug screen
- Ability to pass a background investigation, including but not limited to nationwide criminal record search, and other relevant background information deemed necessary by WDC
- Perform other duties/special projects as required

## **PHYSICAL REQUIREMENTS**

Ability to focus on computer screens for extensive periods of time. The employee is occasionally required to stand and reach. The employee must occasionally lift and/or move up to 25 pounds.

## **WORK ENVIRONMENT**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and teleconference equipment

## **TRAVEL**

This position may require travel up to 25% of the time

## **POSITION TYPE**

This is a full time exempt position

## **RELOCATION**

Relocation expenses are not provided

## **HIRING PREFERENCE**

Native American & Veteran Hiring Preferences will be applied in accordance with WDC policy

Waséyabek Development Company is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity making decisions without regard to race, color, religion, creed, sex, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability, or any other protected class.