

Adopted: June 2014

## Class Title: Business Development Consultant

### **BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Develops marketing strategies aimed toward strengthening and cultivating business relationships with new and existing clients. Uses research techniques to prospect new clients, identify key players, and ascertain business priorities. Effectively works to expand revenue base and serves as a liaison between the organization and businesses.

### **ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.*

Physical Strength Code		ESSENTIAL FUNCTIONS
1	L	Serves as a business consultant by liaising with businesses during the initial phases of development or expansion, providing information on relevant City services; promotes programs, trainings and seminars related to business startup, expansion, and compliance. Assists with identifying, formulating, and developing strategic business plans for various market segments.
2	S	Generates revenue growth by identifying growth opportunities for existing businesses, and researching and actively recruiting qualified companies with plans for expansion.
3	S	Acts in an administrative capacity by answering queries, completing correspondence, and developing plans and reports in support of strategic objectives.

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**CLASS REQUIREMENTS:**

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Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years of experience in corporate sales, business development, or a related field.
Certifications and Other Requirements	Valid Driver's License may be required depending on assignment.
Reading	Work requires the ability to read business, financial, industry and market trend information.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division, and accounting.
Writing	Work requires the ability to write business plans and presentations.
Managerial	Managerial responsibilities include, attracting and retaining businesses, consulting, and negotiating terms.
Budget Responsibility	Prepares documents and does research to justify language used in documents for a unit of a department and may recommend budget allocations.
Supervisory / Organizational Control	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. In addition, these incumbents work with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required of the employee. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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*This is a description of the way the job is currently performed; it does not address the potential for accommodation.*

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Tours, showing properties, office equipment
Sitting	O	Computer, desk work, answering telephone, driving
Walking	F	Inter-office, to/from meetings, to/from office equipment, tours
Lifting	R	Materials, displays, computers
Carrying	R	Materials, displays, computers
Pushing/Pulling	R	Desk drawers, chair, boxes
Reaching	R	Materials, displays, computers
Handling	O	Materials, displays, computers
Fine Dexterity	O	Computer keyboard, telephone keypad, writing
Kneeling	R	Lifting boxes, material
Crouching	R	Lifting boxes, material
Crawling	N	
Bending	O	Lifting boxes, material
Twisting	O	Lifting boxes, material
Climbing	R	Stairs
Balancing	R	Stairs
Vision	C	Computer, desk work, reading, driving
Hearing	C	Staff, supervisor, telephone, meetings
Talking	F	Staff, supervisor, telephone, meetings
Foot Controls	F	Driving
Other (specify)	N	

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**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, laser or inkjet printer, Standard Microsoft Windows and Office software, telephone

**ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	S
Chemical Hazards	N	Extreme Temperatures	S
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	S
Explosives	N	Wetness/Humidity	S
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 3 below)	N

- (3)