

VALLEY ELECTRIC ASSOCIATION, INC.
JOB DESCRIPTION

I. IDENTIFICATION

- A. Title: **Manager of Business Development**
- B. Subsidiary: Valley Communications Association (VCA)
- C. Department: Broadband Services and Operations
- D. Reports To: Executive Vice President of Broadband Service and Operations

II. OBJECTIVES

This position is responsible for managing all sales and marketing of products and services within the VEA service territory and other approved geographic areas. Other responsibilities include ensuring consistent, profitable growth in sales revenues through positive planning, deployment and management of sales personnel. Identifies objectives, strategies and action plans to improve short-term and long-term sales and earnings.

III. KEY RESPONSIBILITIES

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position:

- a) Collaborates with EVP of Broadband Services and Operations in establishing and recommending the most realistic sales goals for the company.
- b) Manages product line to maximize sales revenues and meet company objectives.
- c) Establishes and manages effective programs to compensate, coach, appraise and train sales personnel.

General Duties

- a) Performs sales activities on major accounts and negotiates sales price and discounts in consultation with the EVP of Broadband Services and Operations.
- b) Manages personnel and develops sales and sales support staff.
- c) Reviews progress of sales roles throughout the company.
- d) Accurately forecasts annual, quarterly and monthly revenue streams.
- e) Develops specific plans to ensure revenue growth in all company's products.

- f) Provides quarterly results assessments of sales staff's productivity.
- g) Coordinates proper company resources to ensure efficient and stable sales results.
- h) Formulates all sales policies, practices and procedures.
- i) Assists sales personnel in establishing personal contact and rapport with top decision-makers.
- j) Collaborates with EVP of Broadband Services and Operations to develop sales strategies to improve market share in all product lines.
- k) Interprets short-term and long-term effects on sales strategies in operating profit.
- l) Educates sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of sales support, management of expenses and business/financial issues on contracts.
- m) Collaborates with EVP of Broadband Services and Operations to establish and control budgets for all sales promotions.
- n) Reviews expenses and recommends economies.
- o) Holds regular meeting with sales staff.

This job description in no way implies that the duties and responsibilities listed herein are the only ones the employee can be required to perform. The employee is expected to perform other tasks, duties and training as instructed by the supervisor.

IV. AUTHORITIES AND ACCOUNTABILITY

- a. The Manager of Business Development shall have full authority to carry out the responsibilities and duties of this position in conformity with established policies and procedures.
- b. The Manager of Business Development is accountable to the management of the Cooperative for the efficient performance of these responsibilities and that, although some of these responsibilities may be assigned to another person, the accountability for the successful completion of these responsibilities cannot be.
- c. The Manager of Business Development is required to use initiative and judgment in making decisions, remembering that the Cooperative's best interest will be affected.
- d. The Manager of Business Development will be expected to make suggestions for the improvement of operations and efficiency.

- e. The Manager of Business Development shall secure the approval of the Executive Vice President of Administration or Chief Operating Officer in making decisions when policies are not clear or require interpretation.

V. RELATIONSHIPS

Employee will communicate, collaborate, and cooperate with colleagues, customers, and vendors.

Inside the Organization:

- a. The position reports directly to the EVP of Broadband Services and Operations.
- b. Reporting to this position Broadband Outside Sales Representative.

Outside the Organization:

- a. Member/Consumers – Providing prompt, courteous service and information.
- b. Vendors and solicitors contacting a Cooperative representative - Promote courteous and professional relationships.

VI. SPECIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education: High school diploma and a bachelor's degree in Marketing or Business or related discipline with a minimum of 7 years of job related experience in broadband marketing and sales; or the equivalent combination of education and experience.

Knowledge: Must have a strong knowledge of sales procedures, goal setting, and excellent customer service skills. Must have a strong management background in the field of Sales and Marketing. Must have a working knowledge of sales and revenue projections, financial reporting and accounting principles. Must have a familiarity with telecommunication systems / Broadband systems and the related equipment and services to be sold. Must have a basic working knowledge of IT systems and the network security. Must be willing to attend continuing education courses as required.

Abilities and Skills: Must have a strong ability in developing marketing and sales strategies. Must be skilled in human relations to effectively carry out the responsibilities of the job. Must possess good oral and written communications skills to be able to effectively communicate with others.

Working Conditions/Work Environment: Must have the ability to work normal office hours with occasional evening, weekend hours, and travel. Must have the ability to drive to sales visits with members and potential members regularly. Must have the ability to wear appropriate attire and maintain a professional demeanor. Must have the ability to occasionally lift up to 25 pounds. Must have the ability to maintain a valid Nevada driver's license. Ability to perform repetitive

motions with hands and fingers such as dialing and keyboarding. Ability to primarily work at a desk. Ability to use office equipment such as a copier, computer and printer. Ability to communicate to individuals, small and large groups. Ability to read, write and do arithmetic. Ability to analyze data and reports, conduct research, coordinate people and resources, direct and supervise people and evaluate performance. Ability to develop plans, procedures, and goals. Ability to present information to others and work under stress.

Physical and Mental Requirements: Ability to work with little direct supervision. Ability to be detailed and accurate. Ability to work with others and capable of motivating others within a team environment. Ability to prioritize work in order to meet all of the various deadlines throughout the month and year. Ability to exhibit patience and willingness to participate as a management team player in order to further common business goals of the organization.

Date: _____
_____ Manager

Date Accepted: _____
_____ Employee

Date: _____
_____ Human Resources