



## Position Description

**Date:** August 2016

**Position Title:** Business Development/Key Accounts Manager

**Reports To:** Director - Sales & Marketing

<b>Revision Date:</b>	June 2009; April 2010; April 2012; April 2014; April 2015; April 2016
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**Performance Factors Level:**

<i>Safety</i>	<i>2</i>	<i>Innovation</i>	<i>2</i>	<i>Quality Focus</i>	<i>2</i>
<i>Customer Focus</i>	<i>2</i>	<i>Communication</i>	<i>3</i>	<i>Leadership</i>	<i>4</i>
<i>Teamwork</i>	<i>2</i>	<i>Initiative</i>	<i>2</i>		

**Time**

<b><i>Development/Learning Curve:</i></b>	<b>6 months</b>
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**Responsible for:**

The Business Development/Key Accounts Manager position is responsible for securing new customers and determining related service and territorial rights as well as identifying, developing and implementing new business partnerships and relations with EnergyUnited's customers. These various and sundry partnerships will enhance the profitability of both organizations and create synergies between EnergyUnited Business Units.

**Key Accountabilities & Duties:**

**Broad Scope**

This position is responsible for maintaining communications with critical organizations: Chambers of Commerce, Economic Development Corporations, Planning Departments and other commerce organizations, developing a close working relationship with their primary figures in an effort to grow the EnergyUnited customer base. The position is also responsible for managing and growing the EnergyUnited Services offering including residential/small generator sales and Commercial & Industrial (C&I) energy efficiency solutions.

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### Specific Focus

#### **Economic Development:**

- Develop a close working relationship with real estate developers and contractors in order to have advance knowledge of new customer opportunities.
- Monitor local government activity – annexations, planning board activity, impacting ordinances and board actions to ensure EnergyUnited is aware of new projects.
- Research and develop proposals for business opportunities where co-op can directly or indirectly participate in economic development projects that will protect and enhance energy market share.
- Retain expertise in territorial and municipal annexations laws and maintain training for other personnel on guidelines and statutes.
- Conduct economic development activities and programs for the purpose of attracting new energy load and service rights for EnergyUnited. Facilitate and promote expansion opportunities for existing businesses.
- Monitor competitive positioning as it relates to product and service offerings as well as pricing to the C&I market base.
- Researches industry trends, customer preferences, and decision drivers as it relates to energy and related services.
- Assures that EnergyUnited is a bona-fide participant in local negotiations with municipal systems as an electric provider, a potential owner or operator of their systems, and a leading corporate citizen of the community.
- Ensures that EnergyUnited has an active working relationship with state, regional and local decision makers with regard to economic development. This should include Department of Commerce, Development Corporations, Planning Departments and Boards, and the various local Commissioners and Councilmen.
- Develops incentive rate offerings to attract new C&I customers to EnergyUnited and Evaluates EnergyUnited's existing rates to ensure viability.

#### **EnergyUnited Services:**

- Develops, writes, implements and updates business plans detailing non-electric utility business opportunities to be pursued as a partnership with EnergyUnited's customers.
- Develops and maintains EnergyUnited's Residential/Commercial Generator program as well as any new programs that are developed in an effort to grow EnergyUnited Services.
- Responsible for maintaining product inventory levels and routine maintenance schedules as warranted by the product. Provide customer assistance related to technical product/service matters and problem resolution as referred by the customer service representatives. This may be in the form of telephone support,

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written information or in-person customer contact. This service may be in office or on site as necessary.

- Develops and maintains customer satisfaction and reliability measures for the Residential/Commercial Generator program.
- Demonstrates an increasing knowledge and understanding of the business and future opportunities.
- Develops and adheres to an annual budget as well as sales performance goals.
- Works to grow business and identify new sales opportunities as set forth in the C/I Energy Services Business Plan.
- Researches trends within the business to create a pre-eminent business unit.
- Identifies and responds to any competitor attempts to persuade customers to discontinue purchasing services from the cooperative.
- Develops plan to market and sell generators to builders/developers in the EnergyUnited service area.
- Provides monthly updates on goals and sales opportunities regarding EnergyUnited Services' products.
- Identifies opportunities to cross-sell products and services from each of the EnergyUnited Business Units.
- Any other duties as may be assigned from time to time by the Director, Sales & Marketing.

**Direct reports:** None

**Internal Relationships:** Shall maintain internal relationships necessary to achieve purpose of position and desired results.

**External Contacts:** Shall maintain necessary job related contacts to assure satisfactory results.

**Authority:** Has full authority to carry out the above responsibilities as delegated by the Director, Sales & Marketing.

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Date Approved

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### Position Specifications for:

#### **Business Development / Key Accounts Manager**

**EDUCATION** – A Bachelor's degree from an accredited institution in Business Administration, Finance, Economics, Engineering or related degree required. Advanced degree preferred

**EXPERIENCE** – Minimum of five (5) years of progressive experience in the areas of planning, sales, lobbying, project management or economic development. Experience must show ability to accomplish desired results pertinent to the position through effective interaction with key customers, outside civic and authoritative organizations, other departments and other employees. Experience must show strong negotiating skills with a record of excellent customer relations.

**KNOWLEDGE** – Knowledge of business planning, financial analysis, and sales processes are required.

**ATTITUDE** – Must have a positive and considerate attitude toward EnergyUnited's customers and position responsibilities. Must be a self-starter and possess excellent organization and negotiating skills. Must have attitude of neatness, orderliness and accuracy toward the job. Must possess ability to maintain relationships promoting a positive image for the organization and its goals and objectives.

**PERSONAL CHARACTERISTICS** – Must have good personal habits and be professionally groomed and dressed. Must be able to present and work with public in a pleasant, courteous and professional manner. Must have a sense of accuracy toward record keeping and administrative duties.

**ABILITIES AND SKILLS** – Must have ability to plan work, make sound decisions from observations and research. Must be able to present oneself well in front of groups. Individual must be able to seek out and evaluate business opportunities that will enhance and promote profitable business partnerships for the company and customers' organizations. Must be able to give recommendations of business strategies to the Vice President of Sales & Economic Development in conjunction with Sales personnel. To accomplish this, the individual must be able to communicate and converse on both technical and business issues, ideas and subjects. Must have good computer skills in spreadsheets, word processing, presentation software and E-mail or other electronic communication paths. Must maintain a valid NC Driver's License of the type specified by the Cooperative as necessary to carry out the duties assigned to the position.



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**WORKING CONDITIONS** –The duties of this position are primarily performed in an office environment with travel required as necessary by the position. May be asked to perform duties in unscheduled situations. Normal working conditions and hours of 8:00 a.m. until 5:00 p.m. The incumbent is expected to work extra hours as may be required to accomplish the assigned position responsibilities.

**WORK REQUIREMENTS** – All employees assigned to headquarters or non-direct operational positions must make their domicile within one of the nineteen counties served by the Cooperative. Must possess and maintain a valid NC driver’s license.

**SAFETY** - Performs all assignments safely assuring compliance with all Safety related rules, regulations and policies.

**EXEMPT STATUS** – This position is exempt as defined by the Fair Labor Standards Act as amended.

**NON-DISCRIMINATION** - EnergyUnited Electric Membership Corporation is an Equal Opportunity Employer. This position shall be filled on the basis of qualification and ability to perform the essential functions of the job and without regard to race, religion, color, sex, age or national origin.