



Position Description

Business Development Analyst

General Description

High Tech Rochester, through its designation as the Rochester/Finger Lakes Regional Technology Development Center, provides companies with access to technical services and resources that enhance growth, improve productivity, and expand capacity for manufacturers in the region. By providing fee based consultancy and training services in strategic business solutions and growth services, lean enterprises, quality management, energy, and sustainability HTR pursues the goal of strengthening local companies' capacity to innovate, create wealth, expand knowledge-based jobs, and compete globally.

HTR utilizes a small staff of Senior Business Consultants who are broadly-experienced in the needs of small and medium-sized manufacturers. The Business Development Analyst ("BDA") works closely with these Senior Business Consultants and the Managing Director, Growth Services and is responsible for identifying potential clients, projects, and funding sources, responding to calls from clients, helping develop marketing pieces, and scheduling initial sales calls. The BDA will also prepare project proposals and contracts, maintain a roster of approved third party consultants, and assist in scheduling the appropriate resources for each project. In addition, the BDA will manage the project close-out client survey follow-up processes. The BDA will prepare regular reports in such areas as income forecasting, billable hours reporting, contract management, and the HTR customer relationship database.

Essential Functions

- Identify and maintain relationships with manufacturing firms that need manufacturing consulting services and have a high probability of generating reportable impacts as specified by NIST and NYSTAR.
- Utilize public and private data bases to identify companies or types of companies in the target geography that may have positive economic impact (jobs, revenues, investments) as a result of using HTR services.
- Work closely with the Marketing Manager to stimulate incoming high-quality contacts from the HTR website and social media marketing efforts.
- Use phone skills to pre-qualify leads thereby maximizing the effectiveness of Senior Business Consultants and the Managing Director, Growth Services.
- Maintain contacts with consulting resources both within and outside the region and be able to engage these resources to fulfill client projects as needed.
- Draft project proposals and contracts based on Senior Business Consultant input.

- Assist Senior Business Consultants in monitoring, billing, and controlling projects to ensure attainment of goals, client satisfaction and compliance with the requirements of funding sources and HTR procedures.
- Draft project and other programmatic related periodic compliance reporting submissions, both quantitative and qualitative, for Federal and state contracts and grants.
- Follow up with clients to ensure that they respond to post-project impact surveys and that they report fully on project results.
- Meet personal and team performance objectives established annually.

Marginal Functions

- Cultivate contacts with regional, state and national entities that can facilitate the economic development functions of HTR, NYSTAR and NIST/MEP nationally.

HTR Relationships

Reports To: Managing Director, Growth Services

Coordinates With: Senior Business Consultants
Managing Director, Finance & Administration
Marketing Manager
Accountant

Qualifications

Requirements

- Demonstrated ability to perform qualitative and quantitative analyses.
- Highest ethical standards.
- Communicate in English by telephone with clients and contractors.
- Strong project management and organizational skills.
- Effective writing skills.
- Demonstrated ability to prepare clear and concise project proposals.
- Experience in managing compliance reporting requirements for Federal and state contracts and grants.
- Self-sufficient in Microsoft Office and general computer use.
- Experience in the use of a customer relationship management system, preferably salesforce.com, for inbound and outbound marketing functions.
- Minimum of five years of experience in a sales and/or marketing environment.

Preferences

- Familiarity with NY State economic development infrastructure (ESD, NYSTAR, NYSEDA, etc.).
- Familiarity with Finger Lakes region manufacturing environment.

Education

- Bachelor's degree desired

Physical Requirements

- Access to an auto and able to drive.
- Able to lift and carry up to 20 lbs.

Position Details

Location: Lennox Tech Enterprise Center, West Henrietta, NY

Compensation: Salary plus Bonus

Work Schedule: Full time (40 hours)

Important Note

HTR reserves the right to modify, interpret, or apply this position description in any way the company desires. This position description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position. This position description is not an employment contract, implied or otherwise. The employment relationship remains "at-will".

Qualified employees who, because of a physical or mental impairment that significantly limits a major life activity, require a reasonable accommodation to perform the essential functions of this position should notify their manager.