



## JOB DESCRIPTION

<b>TITLE:</b> Market Development Manager	<b>REVISED DATE:</b> 2011.09.07
<b>REPORT TO:</b> Director Market Development	<b>GROUP:</b> Salaried
<b>LOCATION:</b> Niagara	<b>CLASS:</b> TBD
<b>SECTION:</b> Market Development Group	<b>REF. NO.</b>

**ROLE:** Plans, organizes, directs, controls and evaluates the activities under her/his responsibility, and ensure the quality of those services and client satisfaction. The Manager also provides Corporate leadership in the field of Market Development activities to ensure economic growth and long term sustainability of the Corporation.

### MAIN RESPONSIBILITIES (This is not an exhaustive list)

#### Managerial responsibilities:

- Establishes departmental goals and objectives of his/her business unit, aligned with the Corporation's vision and mission, strategic and operational plans and financial budgets;
- In collaboration with other departments and/or regions, translates strategic and business needs into management decisions, practices, priorities and work assignments of his/her department;
- Manages the appropriate allocation of resources – human, financial and physical assets – for the optimal performance, safety and productivity of her/her unit;
- Leads, coaches and develops personnel towards the achievement of objectives – of either those of the Corporation, region or unit;
- Respects and works within the boundaries of legislative requirements, contractual agreements, resource allocation and the policies, procedures or standards of the SLSMC;
- Fosters effective communications, positive working relationships within and outside the work unit and seeks ongoing commitment to the Corporation's vision and long term sustainability.

#### Technical responsibilities:

- Develop and cultivate strong business relationships with customers, key industry leaders, owners, sub-contractors, suppliers, and Federal, Provincial and Municipal representatives.
  - Monitor industrial activity and proactively seek business growth opportunities; be aware of and responsive to economic trends,
  - Formulate and recommend short and long term objectives and plans required to attain strategic goals
  - Perform SWOT analysis pertaining to market conditions and recommend senior management on strategy to implement
  - Track progress of the market sector strategic plan and issue reports and other documentation for senior management
  - Develop and/or coordinate the production of marketing, business and multimodal transportation materials
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- Attend workshops, trade shows, and seminars to keep up-to-date on changes in the industry and to promote the Corporation

## SKILLS

### EDUCATION/EXPERIENCE/LICENSES/CERTIFICATES:

- university degree in business administration, commerce, accounting, or economics
- 5 to 10 years experience in Sales and Market Development, preferably with 2 to 3 years in a strategic development role
- Transportation industry experience an asset
- Valid Driver's License – Class "G" in Ontario or Class 5 in Quebec - would be an asset

## LINGUISTIC REQUIREMENTS

- Capacity to efficiently communicate in both official languages, orally and in writing, is an asset.

## ADDITIONAL COMPETENCIES/SKILLS:

- Ability to develop solid relationships and models the importance of working together in a collaborative manner; (leadership)
- Excellent communication skill and ability to develop clear, comprehensive and accurate business documents, reports and presentations
- Considerable sales experience;
- Excellent negotiation skills;
- Ability to proactively anticipate and respond to customer needs, and maintain effective working relationships;
- Capacity to build an effective, sustainable organization through stewardship and governance (Management Effectiveness);
- Ability to foster a team environment by promoting cooperation, participation, support and mutual respect, and to interact effectively with team members and colleague;
- Ability and willingness to be open-minded and adjust to different perspectives;
- Ability to demonstrate and apply knowledge of the Corporate's mission, purpose and services;
- Demonstrates Values and Ethics, including high standard, in personal behaviour
- Good knowledge of pertinent software, especially Word, Excel, Internet, SAP, etc.

## EFFORT

- Fatigue resulting from focusing and juggling multiple priorities.

## WORKING CONDITIONS

- Frequent travelling – domestic and overseas

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