

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE

ICN BUSINESS DEVELOPMENT MANAGER

DEFINITION

This job classification is used only by the Iowa Communications Network.

Conducts market research and works with various sources to understand customer service needs, evaluate the competitive climate and lead to the development of new products and services.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Creates new business models for emerging products, technologies and services that produce new revenue opportunities; develops/manages the implementation phase for new product lines and services to address customer needs and market changes.

Identifies/develops strategic relationships with technological partners and works with marketing, sales and research/development teams to implement business development initiatives.

Defines/plans product line and product enhancements; evaluates new product and services risks and trade-offs; makes proposals to senior management regarding implications of proposed new products and services.

Helps design/implement training curriculum for sales, sales support, operations and customer service personnel for new products and services.

Coordinates all aspects of product development and ensures compliance of product development procedures, including R & D, engineering, operations, finance, sales and customer service.

Assists account management personnel working with ICN customers to define new products and revise existing products and services; provides information/works with the ICN financial group to develop pricing models for new products/services, and change pricing concepts for existing products/services.

COMPETENCIES REQUIRED

Knowledge of the basic principles, practices, theories, techniques, methodologies of product development, marketing research, research reporting, project management and business/government finance and administration.

Knowledge of the telecommunications and information technology terms, industries/trends and internal department policies and procedures.

Knowledge of financial analysis skills, (e.g., return on Investment computations, execution of business functions and resource allocation).

Knowledge of teaching, training, research, making presentations, lecturing, and other instructional methods.

Ability to work with clients and customers to assess their needs, provide information or assistance, resolve their problems, or satisfy their expectations; know about available products and services; committed to providing quality products and services.

Ability to manage the telecommunication product development process from beginning to end within assigned timeframes.

Ability to read, interpret and present complex technical issues, diagrams, manuals, tariffs, and procedures.

Ability to multi task and manage several projects at one time.

Ability to create visual support materials (e.g., charts, graphs, tables and flowcharts).

Ability to establish and maintain critical partnerships with customers to develop and provide new products and services.

Ability to work with several different work groups to bring consensus in goals and results.

Displays high standards of ethical conduct. Refrains from dishonest behavior.

Works and communicates with all clients and customers providing quality professional service.

Displays a high level of initiative, effort, attention to detail and commitment by completing assignments efficiently with minimal supervision.

Follows policy, cooperates with supervisors and aligns behavior with the goals of the organization.

Fosters and facilitates cooperation, pride, trust, group identity and team spirit throughout the organization.

Exchanges information with individuals or groups effectively by listening and responding appropriately.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Graduation from an accredited four-year college or university with a degree in business, finance, or marketing and experience equal to two years of full-time work in the development/implementation of new telecommunication product lines and service programs;

OR

an equivalent combination of education and experience substituting one year of the required experience for each year of the required education.

Effective Date: _____ 09/12 BR