

### **Job Summary:**

The position is responsible for leading and developing the company's business development activities in conjunction with and support of other company leaders. The Director builds and manages client/market relationships with potential new clients and agencies to facilitate new client business growth.

The Director develops strategies, business plans and capture activities for future work that is consistent with the overall company strategy. The Director also performs competitive analysis and business analysis regarding client/market opportunities, builds and executes new business capture plans and prepares proposal responses. The Director has responsibility for the successful execution of the company's business development plans, opportunity pipeline and bid submission activities. The Director serves on the company's Management Team and also participates in corporate strategy development, goal setting and policy development. The Director also has primary marketing, public relations, and corporate branding responsibilities. Additionally, as all EI personnel, the Director is expected to function as a billable consultant performing copyediting of EI technical deliverables.

### **Responsibilities:**

#### **Business Development (75%)**

- Identify bid opportunities from multiple information sources and procure sufficient information to move opportunities through the business development life cycle from "lead" to "proposal submitted" status
- Develop and implement winning capture strategies
- Serve as proposal coordinator and writer as necessary and appropriate
- Function as or serve as liaison with capture manager and proposal coordinator
- Review bid opportunities and provide bid/no-bid recommendations with supporting rationale
- Identify and qualify prospective teaming partners
- Negotiate teaming agreements
- Work with partners to implement joint marketing efforts
- Conduct ongoing competitive analyses
- Lead the EI team in preparing strategy, teaming, solutions, staffing, and pricing
- Identify and participate in networking and marketing opportunities that support capture objectives; maintain and develop contacts at relevant federal agencies; gather intelligence on client agencies
- Support all proposal development activities
- Transition winning proposals to operations to ensure successfully-executed programs

## **Marketing and PR (15%)**

- Manage development and maintenance of EI website: Interface directly with web developer and graphic design specialist to develop and maintain EI website 3.0; serve as liaison between executive team and design team.
- Develop electronic marketing plan for the promotion of the new EI website on the internet and social media networks. Plan and implement launch event.
- Manage development and maintenance of EI marketing collateral, including brochures, business cards, folders, and presentations.
- Plan, develop, and execute internal communication with employees consistent with company policies and procedures. Clearly articulate our organizational mission and vision statements.
- Ensure that all internal / external communications support brand and strategic marketing plans.
- Write and copy-edit press releases and white papers.
- Identify awards that EI may be eligible for, plan programs or approaches to enhance probability of award, and prepare and manage submissions.
- Manage scientific meeting schedule and presentation/speaking opportunities; ensure technical staff meet deadlines for abstract submission, help prepare and review posters, presentations, and speeches.

## **Technical Support (10%)**

- Collaborate with staff to monitor and assist in production of materials ensuring consistency and clarity in EI's brand and messaging.
- Provide editing and proofreading support to all technical staff on all EI deliverables (reports, presentations, briefings, etc).
- Ensure appropriate branding and formatting on all EI deliverables.

## **Required Competencies:**

- Strong sense of initiative and entrepreneurial spirit
- Ability to handle multiple tasks simultaneously with a strong understanding of prioritization
- Highest levels of personal and professional integrity
- An approach to work which stresses customer service and a commitment to excellence
- Ability to interact effectively with subject matter experts in a scientific field
- Strong public speaking ability, articulate in both written and verbal communication
- Outstanding interpersonal, communication, and negotiation skills

**Experience required:**

At least 10 years of experience working in a business development/capture management capacity and a proven track record of developing winning proposals and supporting proposal activities. At least 5 years in a management / leadership / initiator role. Technical background in the public health field is preferred.

**Education:** Minimum of a bachelor's degree.

Interested candidates should email current resume/CV to [jobs@epiinternational.com](mailto:jobs@epiinternational.com)