

The Business Development Representative (BDR) position offers a tremendous opportunity for the right candidate to play a key role in the achievement of Interior Gas Utility's (IGU) growth plan. Under the general direction and supervision of the Customer Service and Marketing Manager, this position is responsible for providing outreach, community presence, and sales activities.

The chosen incumbent will be responsible for ensuring that IGU effectively seeks out and recruits new customers for the utility. The BDR will be responsible for executing sales plans and achieving sales goals by securing business and relationship development while assisting with the company's growth.

Essential functions:

- Identify, research, and manage lists of companies and individuals to target. Contact potential clients to establish rapport and arrange meetings. Secure and orchestrate discussions with prospective clients.
- Perform market research, analysis, and due diligence activities related to new prospects. Find and develop new markets and improve sales. Ensure sales goals are met.
- Deploy techniques such as cold-calling, developing email campaigns, social media, and networking events to generate new business opportunities and referrals.
- Introduce IGU's services to key decision makers and obtain buy-in and interest from prospective clients.
- Successfully develop and maintain relationships with key internal stakeholders and external customers at all levels. Build credibility and trust with internal and external stakeholders
- Coordinate and prepare meetings, presentations and reports.
- Effectively collaborate with other departments to ensure successful sales cycle and client on-boarding. Provide one-on-one assistance to ensure customers have a seamless experience going through the application process.
- Continuously cultivate and maintain a healthy pipeline of potential prospects. Research organizations and individuals to find new opportunities.
- Create relationships with existing IGU customers to encourage increased consumption.
- Prioritize, track and report updates by designated deadlines.
- Provide support to special projects as assigned by management. Help plan and oversee new marketing and sales initiatives.
- Attend conferences, meetings, and industry events.
- Lead IGU's presence at fairs, festivals, expos, and other community events.

Qualifications

- 2 years of professional sales experience
- Public speaking and/or community outreach experience

- Cultural competence in working with diverse populations.
- Experience prospecting and cold calling into a large list of accounts
- Consistent achievement of year over year quota attainment in new revenue
- Possess high energy and a strong desire to achieve top results with a charismatic, positive “can-do” attitude via the phone and in person
- Ability to prioritize and utilize time management
- Excellent written/verbal communication skills
- Ability to manage complex projects and multi-task.
- Basic understanding of right-of-way (ROW) and utility easements

Education

High school diploma required. An Associate’s degree or Bachelor’s degree in business, marketing, communications or related field preferred.

About IGU

The IGU is a public corporation whose mission is to provide low cost, clean burning, natural gas to the largest number of customers in the FNSB as possible, as soon as possible. IGU has more than 1,400 customers to date and has big plans to expand the customer base in the Fairbanks and North Pole areas beginning this summer.

Application instructions

Please submit a cover letter and a resume to hr@interiorgas.com