

# Marine Terminals Business Development Manager

## Position Announcement

The Port of Everett is seeking to fill the position of Marine Terminals Business Development Manager. The Manager will provide a critical interface with the Port's Marine Terminal clients and stakeholders, attracting new business and finding new ways to serve existing customers, ensuring long-term economic prosperity for the Port and the region.

The Manager will be responsible for:

- Developing and executing sales marketing plans and programs for container and non-container business, in conjunction with Terminals staff.
- Maintaining a high profile with existing & potential customers, key community members, and strategic partners to promote and market the Port's facilities and services.
- Analyzing needs of current and potential customers and develop unique solutions.
- Recommending positioning, packaging, and pricing strategies to produce the highest possible long-term market share and to support sales and revenue objectives.
- Working in partnership with the Chief Operations Officer, lead efforts to achieve a satisfactory profit/loss ratio and market share in relation to industry and economic trends.
- Identifying and developing potential terminal tenants. Negotiating leases, use agreements and operating agreements as appropriate.
- Traveling within and outside of the U.S. for extended periods of time for sales, marketing and customer relations purposes. Coordinating and attending marketing and sales events such as trade shows, conferences and customer events.
- Supporting operational projects as assigned.
- Undertaking market research, evaluating competitor activities, marketing strategies, and financial, technological and demographic factors to capitalize on market opportunities and minimize effects of competitive activity.
- Leading efforts to create a comprehensive Terminals marketing plan.
- Preparing and administering the dept.



marketing and advertising budget.

- Informing the Port Commission of recommended marketing strategies and opportunities.



### Preferred Work Experience:

- Five (5) or more years of progressively responsible experience in the ocean carrier, port, terminal operator or related industries, with experience in both domestic and int'l markets.
- Solid negotiating experience.
- Demonstrated business experience working with Pacific Rim cultures.

### Preferred Knowledge, Skills & Abilities:

- Bachelor's Degree in Business Administration, Marketing, Marine Operations, Transportation or applicable discipline.
- Creative and astute proven success in identifying and cultivating unique business opportunities.
- Effective negotiating skills.

**Note:** The Port will consider promising candidates not possessing preferred qualifications for a time-limited mentorship program. Fully qualified candidates will be eligible for fast-track promotion.

### Required:

- Possess and maintain a current United States passport.
- Have the ability to obtain a Transportation Worker Identification Credential (TWIC).
- Possess a valid driver's license.
- Ability and willingness to travel internationally to all existing and potential Port customer countries (Asia, Europe, Oceania).

### Application Procedure

Please submit a resume and a cover letter addressing qualifications to:

Liz Olson, Human Resources  
PO Box 538  
Everett, WA 98206

E-mail: [lizo@portofeverett.com](mailto:lizo@portofeverett.com)

This position will remain open until filled. This is an exempt position with a hiring salary range from \$80K-\$124K, DOE. Benefits include medical, dental, life, disability, PERS retirement and generous paid leave policies.