



# Director of Trade Development

## Port of Everett

**\$100,000 - \$150,000**

**Excellent Benefits Package**

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## Summary

The Director of Trade Development provides a critical interface with the Port of Everett's Marine Terminals clients and stakeholders, attracting new business and finding new ways to serve existing customers, ensuring long-term prosperity for the Port and the region. The position reports to the Port's Chief Operating Officer.

## Essential Functions

### Sales:

- + Develop and execute sales marketing plans and programs for container and non-container business. In conjunction with Terminals staff, analyze needs of current and potential customers and develop unique solutions. Recommend positioning, packaging, and pricing strategies to produce the highest possible long-term market share and to support sales and revenue objectives of the Port.
- + Maintain a high profile with existing and potential customers, key community members, and strategic partners to promote and market the Port's facilities and services.
- + In partnership with the Chief Operations Officer, lead the division's efforts in achieving a satisfactory profit/loss ratio and market share in relation to industry and economic trends.
- + Identify and develop potential terminal tenants. Negotiate terminal leases, use agreements and operating agreements, coordinating as appropriate with other Port staff.
- + Work in conjunction with the Marine Terminals Director and Customer Service Manager to maintain price lists, tariff lists, and to quote pricing to customers/potential customers.
- + Travel within and outside of the United States for extended periods of time for sales, marketing and customer relations purposes.
- + Coordinate and attend marketing and sales events such as trade shows, customer events, community meetings and overseas/domestic sales trips.



## Marketing & Research:

- + Maintain a strong knowledge of comparable markets. Undertake market research, evaluate competitor activities and marketing strategies, financial, technological, and demographic factors to capitalize on market opportunities and minimize effects of competitive activity.
- + Lead efforts to create a comprehensive Marine Terminals marketing plan. Collaborate with Public Affairs staff in the preparation and distribution of pertinent press releases and promotional materials.
- + Prepare and administer the department's marketing and advertising budget.
- + Inform the Port Commission about recommended marketing strategies and opportunities.
- + Work closely with Public Affairs staff to ensure that the Marine division website content is updated and relevant.
- + Prepare marketing activity reports and presentations as requested.

## Other:

- + Provide assistance to the Chief Operations Officer with special projects and tasks, and perform other related duties as assigned.



## PORT OF EVERETT SEAPORT BY THE NUMBERS



# \$21B

In U.S. Exports Annually



# 3<sup>RD</sup>

Largest Container Port in  
Washington State



# #5

Largest Export Customs  
District by Value on the  
U.S. West Coast



# 60%

Sixty Percent of Jobs in  
Snohomish County are  
Tied to Trade



## Why apply?

Everett and the surrounding region offer incredible outdoor recreational opportunities both on sea and in the mountains and stunningly beautiful landscapes. The quality of life is heavily influenced by the spectacular scenery, and the county is a recreational mecca with a temperate climate that encourages year-round outdoor fun.

This position presents a great opportunity for someone who wants to use their skills and knowledge to support the economic vitality of this amazing community and make a flourishing organization even better, while also enjoying the landscapes and activities that the region provides.



## About the Port of Everett

The Port of Everett is located in Washington state on Port Gardner Bay at the mouth of the Snohomish River. For more than a century, the Port has created economic opportunities and jobs while providing maritime and marine-related services and appropriate public access to the water-front. Through its international seaport, public marina and real estate development operations, the Port of Everett brings jobs, tax base, business and tourism to the community and region. The Port is a committed steward of the environment and water-front. Port activities support more than 40,000 jobs in the surrounding community and contributes \$433 million in state and local taxes.

The Port of Everett was established by special vote of the citizens in 1918 to protect the water-front and provide economic opportunities. Since 1918, the Port has worked to continue and expand on these goals. The Port operates an international seaport that supports nearly \$30B in imports and exports annually, the largest public marina on the West Coast with 2,300 slips and has a robust and growing commercial real estate portfolio. The Port also has a large and robust capital development program. The Port of Everett has more than 120 employees across its business lines and is governed by three Port Commissioners that are elected to serve six-year terms. The Port's operating and capital budget for 2023 was \$67 million.

### MARINA

# 2,300 SLIPS

Largest Public Marina on the West Coast

**TEN GUEST DOCKS** | **13** Lane Boat Launch; Largest Launch in the State

### REAL ESTATE

# 3,300

The Port owns more than 3,300 acres of property

# 1K ACRES

Which either have been or can be developed

**WATERFRONT  
PLACE CENTRAL:  
65 ACRE MIXED-USE  
DEVELOPMENT**



## The Community & Region

Everett is home to Paine Field and the Boeing Company's wide-body aircraft assembly plant, which is the largest building in the world and the region's most popular tourist destination. Everett is the largest city in Snohomish County with a population of over 100,000. Residents and visitors enjoy over 40 parks, trails, golf courses and open spaces for hiking, beachcombing, swimming and more. Summer and winter sports opportunities abound at nearby lakes, rivers and campgrounds, the Cascade and Olympic Mountains, and Whidbey and San Juan Islands.

The well-known Angel of the Winds Arena is located in Everett, which seats 10,000 and is home to the Everett Silvertips, a Western Hockey League. When the Silvertips aren't playing there is numerous other events to watch at the arena including motocross, concerts, and gymnastics.

The Everett waterfront has activities for the whole family. The waterfront is home to over 75 events every year with events ranging from art festivals to concerts and car shows. Along with events the waterfront boasts over four miles of waterfront trails with numerous activities to enjoy. Ride the waves in a kayak, grab a fishing pole and cast a line from the dock, view the wildlife such as seals, sea lions, whales and more, get a bite to eat at the upscale restaurants and cafes, or sit back and watch the sunset, there is plenty to do for everyone!





# Qualifications

## Preferred Work Experience:

- + Five (5) or more years of progressively responsible experience in the ocean carrier, port, terminal operator or related industries, including experience in both domestic and international 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.
- + Must be creative and astute, with proven success of identifying and cultivating unique business opportunities.
- + Effective negotiating skills.
- + Math skills sufficient to accurately calculate amounts such as currency exchanges, discounts, interest, rates, proportions, and percentages; and to apply the concepts of basic algebra and metric conversions.
- + Ability to speak a foreign language.

## Required:

- + Have the ability to obtain a Transportation Worker Identification Credential (TWIC).
- + Possess a valid driver's license, and maintain insurability under the Port's auto insurance plan.
- + Ability and willingness to travel internationally to all existing and potential Port customer countries.



## Knowledge, Skills, Abilities:

- + Demonstrate expertise specific to their profession, and maintain appropriate licensing/certification.
- + Possess intermediate level personal computer skills and the ability to effectively utilize electronic communication systems.
- + Display the diplomacy necessary to address sensitive issues or complaints—both public and private.
- + Possess effective conflict resolution and personal negotiation skills.
- + Exhibit high ethical standards in the execution of position responsibilities.
- + Cultivate and contribute to a dynamic, team-oriented work environment by being responsive, timely, respectful and knowledgeable.
- + Communicate effectively in English, including the ability to read, write, analyze and interpret complex documents and other written material.
- + Have the ability to make effective and persuasive group presentations.
- + Respond to evening, night and or weekend concerns/needs as required to fulfill position responsibilities.

## Compensation & Benefits

- + \$100,000 - \$150,000 DOQ
- + 100% Medical coverage for employee and family, with a choice of 7 plans
- + Dental for employee and family
- + Life and AD&D
- + Long term disability
- + WA PERS Retirement
- + Vacation negotiable depending on experience
- + 12 paid holidays
- + 12 sick days per year, accrued monthly
- + 8 weeks at 80% pay for parental leave
- + Paid Family and Medical Leave



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