

TRADE DEVELOPMENT REPRESENTATIVE-SENIOR

Port of Milwaukee

NOTE: The eligible list resulting from this examination may be used to fill similar City of Milwaukee positions.

PURPOSE: Under the direction of the Port Marketing Manager, the Trade Development Representative-Senior develops business opportunities for the Port of Milwaukee and brings this potential to fruition, generating cargo, revenue, job growth, and economic development in the region.

ESSENTIAL FUNCTIONS:

- Develop and maintain quality transportation and distribution services that satisfy the needs and desires of current customers and attract new customers:
 - Research individual cargo opportunities.
 - Successfully market port services to attract individual cargo opportunities to the Port and create cargo growth.
- Develop alternative strategies for the pursuit of new cargo, estimating potential share, revenue, and expense criteria.
- Take steps to thoroughly understand rates and levels of service in order to close sales. Provide follow-up to ensure a quality and repetitive operation.
- Maintain regular customer contact via phone and in writing to monitor customer satisfaction, resolve problems, and intervene on their behalf with tenants, ocean carriers, and service providers such as freight forwarders, agents, and brokers.
- Maintain accurate records of customer profiles and marketing and sales calls.
- Make public appearances and presentations on behalf of the Port, including representing the Port at trade shows and other industry events and on marketing trips.
- Act as a catalyst and resource to Port customers in making continual improvements in transportation and distribution processes.
- As directed, develop and update marketing and promotional materials and presentations.
- Keep abreast of developments within the maritime industry as well as current practices in sales and marketing.

CONDITIONS OF EMPLOYMENT:

The person in this position must be willing to travel outside the City of Milwaukee, including occasional overnight travel.

Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990.

MINIMUM REQUIREMENTS:

1. Bachelor's degree in transportation, business, marketing, economics, or a related field from an accredited college or university.
2. Three years of sales and marketing experience in the transportation field, preferably in land or sea shipping, including experience conducting research, developing marketing strategies, generating leads, building customer relationships, making presentations, closing sales, and ensuring customer satisfaction.

Equivalent combinations of education and experience may be considered.

3. Valid driver's license at time of appointment and throughout employment.

DESIRABLE QUALIFICATIONS:

- Ability to speak a foreign language, such as French or German.

IMPORTANT NOTE: College transcripts are required and must be received within three business days after the application period closes. College transcripts may be either attached to the application, sent to staffinginfo@milwaukee.gov, or sent to Box TDR-SR, Department of Employee Relations, City of Milwaukee, 200 E Wells St, Room 706, Milwaukee, WI 53202. Only applications with transcripts will be considered; applications without transcripts will be rejected.

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS:

- Knowledge of the principles of sales and marketing, economics and international trade, and mathematics.
- Knowledge of or ability to learn the transportation industry, including intermodal transportation and port operations.
- Ability to read and interpret work-related materials.
- Oral communication and presentation skills.
- Written communication skills.
- Customer service skills: ability to identify customers' needs and ensure their satisfaction.
- Interpersonal skills: ability to cultivate and maintain effective relationships across levels and cultures with industry contacts, government officials, coworkers, community representatives, and the general public.
- Ability to plan, organize, and accomplish work, manage concurrent projects, and meet deadlines.
- Ability to work independently as well as collaborate with team members.
- Analytical and problem-solving skills.
- Decision-making skills and sound judgment.
- Persuasion and negotiation skills.
- Ability to conduct marketing research, implement marketing and promotion strategies, and produce effective marketing materials.
- Ability to use and/or learn Microsoft Word, Excel, PowerPoint, and the Internet.
- Attention to detail.
- Self-confidence.
- Ability to adapt to ever-changing market conditions and other circumstances.
- Desire to stay abreast of developments within the maritime industry and current practices in sales and marketing.
- Ability to champion port services.

SALARY: The current starting salary (PG 2HX) is \$54,322 annually for City of Milwaukee residents. The non-resident starting salary is \$53,519 annually. Appointment above the minimum is possible.

THE SELECTION PROCESS will be job related and will consist of one or more of the following: education and experience evaluation; written, oral, or performance tests; or other assessment methods. The Department of Employee Relations reserves the right to call only the most qualified candidates to oral and performance examinations. Oral examinations may include written exercises. Selection process component weights will be determined by further analysis of the job.

The examination will be held as soon as practical after **February 7, 2014**. Receipt of applications may be discontinued at any time after this date without prior notice, however, recruitment may continue until the needs of the City have been met. Qualified applicants will be notified of the date, time and place of the examination. Unless otherwise required by law, the City of Milwaukee will not provide alternative test administration. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

NOTE: The City's residency requirement as set forth in City Charter 5-02 is under litigation. If you have questions regarding your individual circumstances as part of the application and/or selection process, please contact 414.286.3715.

APPLICATIONS and further information may be obtained in person or via mail from the City of Milwaukee Department of Employee Relations, Room 706, City Hall, 200 E Wells St, Milwaukee, WI 53202-3554, from www.milwaukee.gov/jobs, or by calling 414.286.3751.