



## Position: Business Development (BD) Coop

### GENERAL INFORMATION

Department  
Sales

GLE Precision

Work Location  
Bridgeport, MI

### GENERAL SUMMARY

The BD Coop will support the business by working with the sales team to identify business opportunities and market insights, while focusing on capturing additional growth. This will include developing business relationships with new customers. Supporting the organization by conducting detailed market research for identified segments in support of GLE Precision's sales and marketing strategy and objectives.

### PRINCIPLE DUTIES AND RESPONSIBILITIES (ESSENTIAL FUNCTIONS)

1. Provide ideas to attract new customers and expand existing customer base.
2. Make cold calls in pursuit of new business
3. Qualify new prospects
4. Assist with website content
5. Assist with development of Marketing materials
6. Educate customers on GLE services available to them.
7. Keep company CRM system current with customer information
8. Make sales calls and follow-up communication with customer base
9. Provide an actionable sales and marketing strategy based on research completed on customer, competitor profiles and business trends both domestically and internationally
10. Collaboration and development of marketing materials and campaigns
11. Conduct Market research

### JOB SPECIFICATIONS

1. Prefer individual that is enrolled at a higher education institution and currently majoring in Marketing, Business or Electronic media/Communications/Engineering
2. Good written skills needed for reports and routine business correspondence
3. Excellent communication skills in support of internal and external customer communication.
4. Strong knowledge and understanding of the digital media landscape, including LinkedIn, Twitter, Facebook, and others
5. Proficient with presentation and other documentation applications such as Microsoft Office
6. Experience in planning or contributing to social media campaigns
7. Ability to understand and clearly communicate business process

### WORKING CONDITIONS

Normal office environment; Spends some time in manufacturing environment in closed facility. Personal protection equipment recommended and/or required depending on working area (safety glasses w/side shields, etc). All employees are required to promote and maintain established safety procedures to assure a clean, safe work environment.

### DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. In addition, all employees are expected to ethically protect company resources and its best interests.

### QUALITY



Quality encompasses all aspects of GLE's' business, and every employee shares the responsibility to prevent the occurrence of any nonconformity relating to product, process and the quality system. All employees have an obligation to identify and record any such nonconformity, and, through designated channels, initiate and recommend solutions.

**GLE IS AN EQUAL OPPORTUNITY EMPLOYER**

Please apply by submitting a resume to [Careers@GLE-Precision.com](mailto:Careers@GLE-Precision.com)).