

## **American Institute of Steel Construction** **Structural Steel Specialist - Job Description Highlights**

### **Summary**

Increase the use of structural steel in an assigned geographic market through the development of relationships with key decision makers (architects, structural engineers, owners/developers, general contractors).

### **Key Duties & Responsibilities**

- Develop personal relationships with key decision makers in the target city through personal visits, steel presentations at local offices, professional events, steel industry events and social networking.
- Communicate the structural steel value proposition to decision makers throughout the region while communicating and reinforcing the typical fabricator business model.
- Maintain cooperative relationships with AISC full member fabricators in the region while communicating to them the AISC market development process, the value of early fabricator involvement and the value proposition for structural steel framing systems.
- Influence decision makers to consider the use of a structural steel framing system on a project by delivering conceptual solutions, via AISC's resources and/or full member fabricators.
- Act as subject matter expert in a relevant specialty area; train and support team members, develop marketing information and materials, and represent the structural steel industry in national or regional meetings focused on the specialty area.

### **Requirements**

Ability to spend an average of 10 full days per month in the assigned target metropolitan area making personal calls on key decision makers (architects, structural engineers, owners/developers, general contractors).

Civil, structural engineering, architectural degree with minimum five years experience in building design, construction or fabrication with significant exposure to marketing and communication or significant steel related sales experience.

In addition excellent computer skills(Word, PowerPoint, Excel, CRM), public speaking ability, creativity, writing expertise, appreciation of the unique role of each individual on the design-construction team, people skills, drive, organizational ability and sales aptitude are a necessity.