



130 E Randolph St, Ste 2000  
Chicago, IL 60601  
312.670.2400  
[www.aisc.org](http://www.aisc.org)

## **Summary:**

For nearly 100 years, the American Institute of Steel Construction has been the leading advocate and trusted resource for American structural steel. These business development representatives build and retain strong relationships in the design and construction community by being visibly present in target cities while leveraging the resources and expertise of AISC to deliver better project outcomes. The primary responsibility of this role is to educate the design and construction community about the benefits of structural steel with the goal of influencing them to select structural steel framing systems for the projects over which they can exercise influence.

These business development representatives build and retain strong relationships in the design and construction community by being visibly present in target cities while leveraging the resources and expertise of AISC to deliver better project outcomes. The primary responsibility of this role is to educate the design and construction community about the benefits of structural steel with the goal of influencing them to select structural steel framing systems for the projects over which they can exercise influence.

## **Essential duties and responsibilities include the following:**

Support the increased use of domestically fabricated structural steel through:

- **Primary Duties**
  - Develop personal relationships with 50 key decision-makers in the target city
  - Relationship development may occur through personal visits, presentations at local offices, professional events, steel industry events, trade shows, and social networking with the goal of a minimum of 16 face-to-face decision-maker interactions per month
  - Personal contacts with decision-makers are to be maintained on a minimum of a quarterly basis
  - Communicating the structural steel value proposition to decision-makers throughout the target city metro area while communicating and reinforcing the typical fabricator business model
  - Maintain cooperative relationships with AISC full member fabricators in the region while communicating and educating them on leveraging the resources of the Steel Solutions Center, the value of early fabricator involvement and the value proposition for structural steel framing systems



130 E Randolph St, Ste 2000  
Chicago, IL 60601  
312.670.2400  
www.aisc.org

- Through relationships with key decision-makers influence the decision-maker to seriously consider the use of structural steel framing system on a project through either
  - Submitting a project to the AISC Steel Solutions Center for the development of a conceptual solution, engaging an AISC full member fabricator to provide cost and schedule information, delivering the conceptual solution to the decision-maker in concert with the fabricator and handing off the follow up to the fabricator, or
  - Handing the project to an AISC full member fabricator(s) willing to move the sale forward prior to the development of the conceptual solution
- Host an annual event for decision-makers in the target city in conjunction with SteelDay
- Document all communications and involvement with decision-makers, internal and external clients, and industry partners utilizing Customer Relationship Management software
- Author an annual target city marketing plan consistent with the overall AISC marketing plan with identifies key markets, contacts, engaged fabricators and goals within the assigned metropolitan area

#### **Other duties**

- Have a working knowledge regarding other AISC activities such as continuing education, university representation, committee involvement, membership recruitment, and certification, but invests their efforts on market development activities
- Attend at least one meeting per year of each fabricator association in your market area.
- Participate in AISC functions such as NASCC, SteelDay, National Industry Trade Shows, and Staff Conferences
- Promote and support the IDEAS2 Award program for projects in the target city area
- Conduct industry research and become knowledgeable about competitors and other relevant topics as they pertain to the structural steel industry.
- Participate in Fabricator Business Model Training opportunities.

#### **Qualification requirements:**

- A minimum of three years of experience in building design, construction or fabrication. A technical background (a degree in civil/structural engineering, construction management or architecture), construction industry sales/marketing experience, or structural steel



130 E Randolph St, Ste 2000  
Chicago, IL 60601  
312.670.2400  
[www.aisc.org](http://www.aisc.org)

fabrication experience is preferred. Fantastic verbal and written communication skills are critical to your success. You'll also need to be comfortable working with clients and public speaking. In addition, excellent computer skills (Word, PowerPoint, Excel, Google Docs/Drive, CRM), creativity, writing expertise, appreciation of the unique role of each individual on the design- construction team, drive, organization skills, and sales aptitude are a necessity.