

Job details

Business Development Director (tanker & derivative aircraft), EADS North America

Job description

The Tanker Program Business Development Director is responsible for coordinating, planning and managing marketing efforts for the KC-45 Tanker program. The Business Development Director will report to the Air Force Programs Marketing Director.

Position responsibilities

- Developing a short and long-term marketing strategy, as well as identifying and planning for key marketing and advertising opportunities. This is an ongoing activity to be performed in coordination with the KC-45 prime contractor and Communications, Marketing and Advertising executives inside and outside of the organization (both inter-departmental and with EADS North America, Airbus, Military Transport Aircraft Division, industry partners and suppliers).
- Initiating contact with key customers and providing updates on the EADS/prime contractor offering, in a coordinated effort with the Communications and Government Relations departments.
- Assist in identifying key individuals and opportunities to influence the customer within the customer's program schedule.
- Create and maintain a network of customer "champions" and provide briefings for tanker/customer events and associations.
- Anticipate and provide analysis and marketing strategy for Airbus platforms which could compete for Air Force programs, such as E-4B, JSTARS, AWACS and other C2ISR Platforms.
- Manage the planning and execution of tanker booths for major trade shows.
- Provide the technical program team with customer insight on tanker requirements and identify customer concerns or unforeseen risk factors.
- Evaluate and provide status reports on the customer's environment (in relation to service studies: Quadrennial Defense Review, JFCOM and Regional combatant Command Requirements, etc).

- Anticipate and provide an analysis of competitors' marketing strategies and develop counter-strategies.
 - Assist and support EADS North America business development teams on an "as needed" basis.
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Requirements

He/she must have knowledge of, and experience in, U.S. Air Force tanker refueling aircraft, preferably in acquisition, requirements, and operations – as well as a full understanding of the current Department of Defense acquisition process.

A Bachelors degree is required, preferably with a concentration in marketing or communications. International experience will be of value. He/she must possess solid verbal communications skills and strong presentation skills with the ability to present clear and concise reports to customers and executives, and be able to work as a team player with minimal supervision.

Decision making

The Tanker Program Business Development Director will decide on and process business development recommendations to the company and U.S. partner senior leadership, while giving direction on the courses of action to be taken for the tanker campaign. This position will be considered the subject matter expert for the tanker team. The selected candidate will give advice and be a key decision maker. His/her input will be integral to the success of the marketing campaign and will be considered a formidable member of the business development team.

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