

Business Development Analyst

(GLOBAL LOGISTICS & INTERNATIONAL TRADE)

Baltimore, MD 21230 (Locust Point/McHenry Row)

In a world facing new challenges, a nimble but steady ship is more important than ever.

We take pride in the development of our employees and our **Business Development Analyst** role provides the perfect blend of support, teamwork, individuality, & risk+reward as a recipe to jump-start your career on the most solid foundation possible.

Is there a seat on our boat for you?

The BDA will work directly with Sales, Marketing, and Business Development within targeted campaigns to provide admin and strategic sales support. You'll also work with Marketing Analysts & E-commerce Analysts on marketing and E-commerce-related functions and projects.

Maryland based employee sought. For candidates outside of the immediate area, we may designate you as a telecommuter for NJ, PA, NY, SC, NC, or GA. For MD residents: Our headquarters is in Baltimore (Locust Point) and hybrid work will eventually be required (2-3 days per week in the office).

Shapiro stands strong at 106-years old, but we're not your grandpa's shipping company. We have a track record of transparency, developing employees, and investing in our work environment like office space and technology. Our Paid Time Off policy is one of the most competitive in the country for new hires.

Combine your passion for global trade + a natural drive to deliver excellent customer service into an engaging role. We're small enough to offer tons of growth & learning, but strong enough to compete across the globe.

JOB DESCRIPTION

Typical duties include:

- Operate within strategic sales campaigns that drive new business and increase profits from existing accounts. Utilizes trade data subscriptions and other creative market research methods to proactively identify and qualify sales leads that feed marketing campaigns.
- Provides administrative support for sales representatives as needed.
- Administers CRM by entering and updating leads, as well as making necessary system changes and updates.
- Reviews campaign progress and assists in generating campaign results reporting.

- Builds a thorough understanding of each Sales Representative's current book of business, on a continuous basis.
- Reviews and qualifies incoming leads from the Company's website, personnel, and vendors. Determine if leads are viable and match our corporate strengths.
- Assists Business Development and Marketing Manager with maintaining detailed prospect activity records in Shapiro's CRM, as well as generating various reports within the CRM.
- Continually analyzes competitors, in terms of marketing materials, website, and strengths and weaknesses.
- Continually reviews trade publications to stay informed of new services and other general information that may be of interest to customers.
- Proactively researches and analyzes markets and publications that may correspond with the Company's marketing campaigns and seminars.
- Creates and maintains Intranet content pertaining to Sales and Marketing campaigns and materials.
- Maintains vendor log and analyzes vendor performance to ensure expectations and finished products are met or exceeded.

EDUCATION AND EXPERIENCE

- Educational background: Bachelor's degree or equivalent combination of educational + work experience, with a focus in Marketing preferred or Supply Chain Logistics/International Business foundation.
- Seeking 2-3 years of marketing/business development experience preferred and/or comparable internship experience.
- 2-3 years of supply chain-type experience also preferred.

SKILLS

- Proficient in Microsoft Windows, Microsoft Office products and Adobe products.
- Proficiency of interactive social media platforms.
- General knowledge of domestic and international air/ocean transportation and/or the importer/exporter base.
- Strong knowledge of domestic and international geography.
- Ability to work independently, with remote supervisory support, if needed.
- Ability to consistently meet deadlines and maintain steady performance and enthusiasm in a dynamic, time-sensitive work environment.
- Must be Internet savvy.
- Excellent verbal and written skills; candidate must be an effective communicator. Continual attention to detail in composing and proofing materials.
- Professional behavior. Must pass background check.
- Willingness to travel, as needed. Willingness to work overtime as needed.
- EOE/Non-exempt.

ABOUT SHAPIRO

Shapiro is a third-generation family-owned international shipping and logistics business, founded in 1915. For over a century, Samuel Shapiro & Company, Inc. has provided full door-to-door capabilities and proudly serves as a one-stop-shop for Customs brokerage and international freight forwarding services. It's simple – We Deliver. Problem Solved.

CONTACT US!

Please send all resumes via email to: Rich Lucas, Corporate Recruiter /
rich@shapiro.com