

## **Director of Tolls**

Established in Amarillo, Texas in 1970, Perdue Brandon Fielder Collins & Mott LLP (“Perdue Brandon”) has collected delinquent government revenue for over 50 years. The Firm represents numerous governmental entities, including tolling agencies, school districts, cities, counties, hospital districts, appraisal districts and other governmental entities. Perdue Brandon continues to grow and currently has 14 primary offices in Texas and multiple satellite locations in Texas, Oklahoma, and Florida with an additional presence in Kansas, Georgia, Tennessee, and New Mexico.

For more information on our firm, please visit our website: [www.pbfc.com](http://www.pbfc.com).

### **Job Opportunity**

Our Firm currently has an active toll collection program with toll road clients, experienced toll team and specialized toll collection software. We are looking for a personable and energetic person with a strong work ethic and institutional knowledge to develop, direct and implement a plan to expand the Firm’s toll business, branding and marketing strategies.

### **Job Responsibilities/Expectations**

#### **1. Project Management**

- Execute all aspects of a large business development project from planning to implementation to completion
- Document all phases of the project, prepare project status reports for senior management on a recurring basis throughout the project, checking milestones
- Oversee the daily workflow of the project, such as functional, operational and program management
- Manage related teams, sets priorities, and makes recommendations for allocating resources (budget/human/time) to meet project goals
- Provide leadership to staff

#### **2. Business Development/Marketing**

- Develop and implement business strategies to: 1) identify and generate new opportunities in toll markets, 2) increase Firm’s brand recognition throughout toll industry and 3) develop and maintain positive, long-lasting relationships with industry contacts
- Collaborate to develop branding messages and marketing materials
- Manage all marketing activities, conference attendance, and distribution of marketing materials
- Monitor and evaluate business strategies and marketing initiatives for effectiveness and performance; prepare and present reports summarizing conclusions; make future recommendations
- Maintain working knowledge of trends and developments in the toll market to identify and anticipate needs of current and potential clients; offer solutions to clients and/or internal leadership
- Attend internal marketing meetings and toll industry conferences

3. Performs other duties as assigned by management that fall within the generally expected scope of this position

4. Extensive travel nationwide, including overnight travel

### **Required Professional Qualities**

#### **The ideal candidate will:**

- Identify and effectively analyze complex issues
- Provide research that is thorough, complete, and responsive
- Express thoughts in an organized, clear, and concise manner

- Accept supervision and supervise others
- Work with others as a team as well as independently, with limited supervision
- Demonstrate a commitment to marketing and business development
- Works well under pressure and meets tight deadlines
- Act with integrity, professionalism, and confidentiality

The ideal candidate is:

- Known in the toll industry
- Knowledgeable of marketing strategies and practices
- Proficient with Microsoft Office Suite or related software; Salesforce
- Creative and able to provide fresh ideas and approaches
- Proactive and self-motivated
- Productive, industrious, and enthusiastic
- Responsible and holds self-accountable

The ideal Candidate has excellent:

- Interpersonal and customer service skills
- Organizational skills and attention to detail
- Verbal and written communication skills
- Analytical and problem-solving skills
- Supervisory and leadership skills
- Marketing, client development, and customer service skills
- Time management

**Required Experience**

- Considerable experience working with senior level transportation professionals
- Proven track record of strong business contacts in the toll industry with decision makers for toll authorities and back-office providers
- Member of and participated in IBTTA
- Considerable experience working with elected officials and decision makers at toll road authority and back-office vendors

**Preferred Experience**

- 5+ years toll road industry experience
- Extensive senior level experience with a toll authority or back-office vendor
- Experience in procurement of third-party vendor contracts
- 5+ years' experience in business development and/or marketing
- Experience in customer relationship management
- Knowledge of and experience using Salesforce
- Knowledge of MS Office 365
- Event and Conference Coordination
- Basic Computer Knowledge