



Title: Capture Specialist

Position Description

JetCo Solutions is seeking a full-time Capture Specialist to develop comprehensive capture strategies and tactics to achieve government sales goals. This position reports to the Director of Client Services and works collaboratively with the Research, GSA, and Proposal Management teams. This position non-exempt, permanent, full-time and is located in Grand Rapids, Michigan. Virtual work is available occasionally with prior authorization.

Set of Requirements

- Bachelor's Degree in a public policy, business, or related field
- Demonstrated interest (professionally or academically) in government or policy-related research or procurement
- Sales-minded professional with proven effectiveness
- Proficiency in Microsoft Word, Microsoft Excel
- Strong customer service mindset
- Organized with attention to detail and exceptional follow-through
- Ability to manage multiple projects simultaneously
- Knowledge of principles and practices of research methods
- Ability to work well either alone or as part of a team
- Good writing, analytical, and problem-solving skills
- Ability to communicate effectively and professionally
- Flexible, organized, able to prioritize tasks as needed to accomplish critical tasks with short suspense
- Ability to operate standard office equipment and technology
- Ability to follow oral and written instructions
- Ability to maintain [companywide expectations](#)

Additional Qualifications

- Knowledge of public procurement
- Working knowledge or proficiency in Salesforce

Responsibilities

Manage and Retain Capture Clients

*KPIs Retention rate for assigned clients averages at least 28 months
Visual inspection of Salesforce allows intuitive understanding of client status
SF account fields current (w/in 3 months) for all assigned capture clients
Client reports are sent by established deadlines*

- Establish annual sales goals with all assigned capture clients
- Maintain regular, positive contact with capture clients
- Conduct impressive status meetings, arriving on time and prepared
- Document progress in Salesforce



- Own accuracy of Salesforce Account page for assigned clients
- Develop semi-annual, transition and ad hoc reports on time
- Communicate with clients regarding timely topics and pre-determined capture retention messages
- Communicate with clients frequently in some fashion – use 3 times weekly as a general guide

Establish and Meet Sales Goals

KPIs Progress to sales goal for assigned clients

New capture clients have documented sales goals within 60 days

Existing capture clients have annual sales goals established by October each year

- Participate in new client onboarding activities for assigned capture clients
- Conduct research to support the establishment of capture client sales goals
- Collaborate with client to establish annual sales goals, which are evidence based
- Document sales goal discussion in Salesforce
- Justify and document how we will achieve sales goal
- Communicate with clients regarding progress to sales goal
- Identify challenges to reaching sales goal, communicating and overcoming them as appropriate
- Enter key information in Salesforce to document establishment of sales goals

Conduct Proactive Capture Activities

KPIs Progress to sales goal for assigned clients

Conversion rate for capture-initiated opportunities > 50%

- Coordinate and evaluate competitor research
- Identify potential teaming partners
- Identify target levels of government, types of agencies and specific agencies
- Review expiring contracts, forecasts, budgets, etc. to identify targeted captures
- Vet targeted captures with assigned clients
- Develop capture outreach plans to establish relationships with target agencies
- Oversee development of marketing assets to support outreach; collaborate with Proposal Management
- Develop outreach honeycomb, conduct outreach, document results
- Conduct black hats as appropriate and document results

Conduct Reactive Capture Activities

- Develop and maintain bid decision tree for assigned capture clients
- Identify current opportunities for submission to assigned capture clients (with Research)
- Own opportunity stage for all bids for all assigned capture clients
- Ensure opportunities are entered as STC in a timely manner
- Apply bid decision tree to STC opportunities, obtain bid decisions quickly, with updates in Salesforce and well-documented pass reasons
- Move bids into Likely PPQ or PPQ the day of decision



- Participate in at least 90% of scheduled bid kickoffs and red reviews
- Conduct price to win (PTW) according to the bid schedule in Salesforce
- Support Proposal Management on requirements for bid assets, completed forms, etc.
- Conduct white glove / gold reviews and oversee bid submission
- Confirm bid receipt with CO; maintain communication throughout SPE
- Own win/loss updates in Salesforce; request debrief on at least 80% of bid dispositions
- Accurately report wins and losses; support commission tables and updates
- Participate in bid autopsy discussions

To apply for this position, email your resume to Jessica Schwartz at jschwartz@jetcosolutions.com. Please put “Capture Specialist Application” in the subject line.

JetCo is an equal opportunity employer that prohibits discrimination and harassment in employment on the basis of race, color, religion, national origin, sex, age, disability, genetic information, height, weight, marital status or veteran status in accordance with applicable laws. In addition, it is the policy of JetCo to comply with federal, state, and local laws governing nondiscrimination in employment, and to undertake affirmative action in recruitment, employment, and promotion of employment as required by applicable provisions of Executive Order 11246, the Rehabilitation Act, the Vietnam Era Veteran’s Readjustment Assistance Act, and related state law. JetCo’s President supports and endorses this Equal Employment Opportunity Policy.