

JOB DESCRIPTION

Designation: Senior Business Development Manager | Celebrity & Influencer Marketing

We are looking for a dynamic and seasoned Senior Business Development Manager who embodies entrepreneurial spirit and excels in a fast-paced, digital environment. The ideal candidate will have a robust background in sales and business development, coupled with a deep understanding of the celebrity and influencer marketing landscape. A proven track record of driving revenue growth is essential. This role demands a strategic thinker capable of identifying new business opportunities, building long-term client relationships, and contributing significantly to the overall growth and success of ITW Influence.

If you are a team player with a positive, professional attitude, industry connections, and a relentless drive to succeed, you are the perfect fit for this role.

Roles & Responsibilities:

- Identify, prospect, and engage with potential clients to generate new business opportunities across various sectors.
- Develop and implement a comprehensive sales strategy to achieve and exceed revenue targets.
- Create and deliver compelling sales presentations and proposals tailored to client needs, showcasing the unique value of ITW Influence's services.
- Provide thought leadership and innovative ideas to drive brand growth, ensuring talent selection and visual briefs align with clients' marketing goals.
- Establish, penetrate, and cultivate new relationships with pan-India and global brands, as well as advertising agencies, to generate revenue.
- Cultivate and maintain strong, long-lasting relationships with clients, acting as the primary point of contact for business development and account management.
- Ensure client satisfaction and retention by consistently delivering exceptional service and results.
- Analyze and monitor market conditions to identify emerging business opportunities and develop targeted sales approaches.
- Provide insights and recommendations to the leadership team based on market analysis and client feedback.
- Drive innovation within the team by contributing fresh ideas, growth opportunities, and insights to strengthen campaign effectiveness.
- Foster a collaborative team environment that encourages innovation and continuous improvement.

Skills & Qualification:

- 5+ years of experience in business development or sales, preferably within the influencer marketing, digital media, or advertising industry.
- Post Graduate in the relevant field.
- Proven track record of successfully closing deals and achieving sales targets, with a portfolio of high-profile client engagements.
- A champion in bringing new ideas to the clients, growth and emerging opportunities to the team, and finding new insights to strengthen campaigns.

- Exceptional communication, presentation, and negotiation skills, with the ability to influence senior decision-makers.
- Strong analytical and problem-solving skills, with the ability to interpret market data and translate it into actionable strategies.
- Highly motivated, goal-oriented, and entrepreneurial with a passion for driving business growth.
- Strong leadership and mentoring abilities, with a commitment to team success and professional development.

Location – Mumbai or Bangalore