

## **Job Title: Business Development Manager**

### **Job Summary:**

We are looking for an experienced Business Development Manager to join our dynamic team. In this role, you will be responsible for driving new business opportunities, pitching our services to potential clients, and nurturing strong relationships with existing clients. With 8-10 years of relevant experience, you will play a pivotal role in expanding our client portfolio, driving revenue growth, and contributing to the success of our agency.

### **Key Responsibilities:**

#### **New Business Development:**

**Market Research:** Conduct market research to identify potential clients and industries that align with our services and expertise.

**Lead Generation:** Generate leads through various channels, including networking, cold outreach, industry events, and online research.

**Client Pitching:** Develop and deliver compelling pitches and presentations to potential clients, effectively communicating our value proposition and capabilities.

**Proposal Creation:** Create detailed proposals and customized solutions that address the specific needs and objectives of potential clients.

**Pipeline Management:** Build and maintain a robust sales pipeline, tracking and managing opportunities through the sales cycle.

**Negotiation:** Negotiate contracts and pricing agreements to secure new business partnerships.

#### **Client Relationship Management:**

**Client Retention:** Cultivate and maintain strong relationships with existing clients, ensuring satisfaction and identifying opportunities for upselling and cross-selling.

**Account Growth:** Identify and capitalize on opportunities to expand services within existing client accounts.

**Client Communication:** Serve as the primary point of contact for clients, addressing inquiries, resolving issues, and ensuring a seamless client experience.

Feedback Gathering: Gather client feedback and insights to inform service improvements and enhance client relationships.

### **Market and Industry Knowledge:**

Stay Informed: Stay updated with industry trends, market dynamics, and competitor activity to identify growth opportunities.

Competitive Analysis: Analyze competitor offerings and positioning to develop strategies that differentiate our services.

### **Reporting:**

Sales Reporting: Maintain accurate records of sales activities, client interactions, and revenue forecasts.

### **Qualifications:**

- Bachelor's degree in business, marketing, communications, or a related field. MBA is a plus.
- Minimum of 8-10 years of relevant experience in business development, sales, or account management, preferably in the marketing or advertising industry.
- Proven track record of successfully driving new business and achieving sales targets.
- Exceptional communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.
- Strong negotiation and relationship-building skills, with the ability to establish trust and rapport with clients.
- Strategic thinker with the ability to identify and capitalize on market opportunities.
- Proficiency in CRM software and sales tools.
- Results-oriented mindset, with a focus on achieving and exceeding sales goals.

If you are a dynamic and results-driven Business Development Manager with a passion for expanding client relationships and driving revenue growth, we invite you to join our team. This is an opportunity to play a key role in the success of our agency and contribute to our continued growth and excellence in the integrated marketing services industry. Apply today to be a part of our vibrant and innovative organization.