JOB DESCRIPTION

| **Title** | BUSINESS DEVELOPMENT MANAGER | | |
| --- | --- | --- | --- |
| **Reports To** | [INSERT TITLE] | | |

**Job Purpose**

The Business Development Manager (BDM) is an important member of the go-to-market team. The BDM is in charge of generating sales leads and pitching to these prospects in order to expand the company's client base. They help move people from the top of the sales funnel to the goal of becoming a signed client.

This position is frequently the first point of contact when a new potential client inquires about the products and services offered by [Organization Name]. The BDM also assesses current sales performance and identifies opportunities for the organization to expand and grow.

The BDM must enjoy working in a fast-paced team environment, have excellent people skills, be comfortable pitching and presenting to customers regularly, be highly motivated, and think ahead.

**Duties and Responsibilities**

Responsibilities include, but are not limited to the following:

* Identify opportunities for [Organization Name]’s services in target markets.
* Conduct market research to identify new opportunities for business development.
* Set objectives for the business development team and devise strategies to achieve those objectives.
* Establish and maintain relationships with key client accounts.
* Keep up with the latest industry developments, such as corporate competitors' market positioning.
* Evaluate client requirements and [Organization Name]’s ability to meet those requirements.
* Maintain contact with new leads and referrals generated by the sales team.
* Create goal status reports.
* Coach and manage business development team members.
* Manage interactions with customer relationship management.
* Organize and coordinate client events, meetings, appointments, and conferences.
* Prepare client presentations and pitches.
* Write and distribute or deliver agendas, proposals, cost estimates, and briefing documents for internal and external meetings.
* Creating and maintaining client databases and mailing lists.
* Maintaining a database of submitted proposals and providing management with feedback.

**Key Qualifications and Competencies**

* Bachelor's degree in business, marketing, or a related field is required.
* 5+ years experience in sales, marketing, or a related field is preferred.
* Strong communication skills and IT proficiency are required.
* Strong sales track record.
* Competent in Microsoft Word, Excel, Outlook, and PowerPoint.
* Capable of performing a variety of tasks on a computer.
* Ability to multitask and manage complex projects
* Outstanding organizational abilities.
* Ability to thrive with little guidance, to be proactive, and to deal with uncertainty.
* Must have good judgement with the ability to make timely and sound decisions.
* Can efficiently prioritize and manage one's workload.
* Can work both independently and as part of a team.
* Excellent networking and team coaching abilities.

**Working Conditions**

* This position is set in an office environment.
* The standard workweek for this position is [insert #] hours. The standard business hours for this position is [insert core hours]. Overtime and hours worked outside of the standard work schedule may be required.
* Some travel may be required.
* Extended periods of sitting.