

JOB DESCRIPTION

Business Development Manager

Key Requirements:

- 3 to 5 years of experience in Business development
- Experience working with a digital marketing agency is a must
- Thorough understanding of Digital Marketing
- Strong planning, writing & negotiation skills.
- Experience in brand acquisition strategy is a must
- Experience working on CRM platform like Hubspot, Leadsquared, Sales Force or similar
- Prior team management experience

Key Responsibilities:

- Briefing internal teams for pitches & leading small to mid-level pitches & RFPs
- Liaising with Media team & tech team to execute ads on the Database on a monthly basis
- Collating reports of Ad campaigns & gathering learnings
- Ensuring that the monthly outreach is executed.
- Forge strong connect with Corporate Communications team for PR and award opportunities for brands
- Predict and effectively handle interpersonal challenges
- Timely & smooth hiring & onboarding of resources
- Maximizing the utility of team members to their full potential. (not overworked, not underworked), Maintaining Team motivation
- Provide timely feedback & performance evaluation of team
- Developing the team through internal training to enhance their efficiency, technical proficiency, soft skills, and research abilities
- Regularly liaising with Account managers & Heads to ensure Account health & identifying areas of expansion.
- Monthly reporting and learning derivation of Internal Paid campaigns