

JOB DESCRIPTION	
POSITION TITLE:	Business Development Manager/Director
REPORTS TO:	
ORIGINATION DATE:	September 27, 2023
REVISION DATE:	NA
DOCUMENT CONTROL #:	JD 23-005
CLASSIFICATION:	Full-Time, Exempt

SCOPE OF WORK: The responsibility of the Business Development Manager/Director is to drive the growth and expansion of the company by identifying and capitalizing on new business opportunities and to enhance the organization's market presence, increase revenue, and build strong relationships with clients and partners.

The Business Development Manager/Director is responsible for formulating and executing a comprehensive business development strategy that aligns with the company's goals and objectives. They actively seek out potential clients, strategic partnerships, and new markets while nurturing existing relationships to generate new business and drive revenue growth.

By staying updated on industry trends, market dynamics, and competitor activities, the Business Development Manager/Director helps the company maintain a competitive edge and adapt its strategies accordingly. This position plays a critical role in expanding the company's client base, identifying key growth areas, and seizing opportunities to further enhance the organization's market position and profitability.

ESSENTIAL DUTIES:

- Develops and implements a comprehensive business development strategy to drive growth and achieve the company's revenue targets.
- Identifies new business opportunities, potential clients, and strategic partnerships through market research, networking, and industry analysis.
- Builds and maintains strong relationships with existing clients, key stakeholders, and industry influencers to enhance customer loyalty and generate repeat business.

- Leads the development and execution of sales plans and strategies, including setting sales targets, forecasting, and monitoring progress towards goals.
- Conducts competitor analysis and stays updated on market trends and dynamics to identify competitive advantages and adjust the company's strategies accordingly.
- Collaborates with the marketing team to develop and execute effective marketing campaigns, promotional activities, and lead generation initiatives.
- Manages the entire sales process, from lead generation and prospecting to negotiations and closing deals, ensuring a smooth transition to the account management team.
- Presents sales proposals, business plans, and reports to senior management and other stakeholders, providing accurate and timely updates on business development activities.
- Monitors and evaluates sales performance metrics, analyzes data, and generates reports to assess the effectiveness of business development strategies and identify areas for improvement.
- Stays abreast of industry trends, market changes, and regulatory developments to anticipate business opportunities and challenges, adjusting strategies and plans accordingly.

NON-ESSENTIAL DUTIES:

- Collaborates with the legal team to review and negotiate complex contracts or agreements as needed.
- Assists in the preparation of presentations and pitches for potential clients or strategic partners on special occasions.
- Conducts market research and feasibility studies to explore new business opportunities or potential expansion into new markets as required.
- Represents the company at industry conferences, trade shows, or networking events to promote brand awareness and explore potential partnerships.
- Participates in cross-functional teams or task forces to support special projects or initiatives on an ad-hoc basis.
- Provides guidance and support to the sales team in developing customized proposals or responding to specific client requests as necessary.

PREREQUISITE KNOWLEDGE, SKILLS, AND EDUCATION:

- Deep understanding of business principles, market dynamics, and industry trends to identify opportunities and make informed strategic decisions.

- Previous success in driving sales growth, securing new business, and building relationships with clients and partners is expected. Experience in developing and implementing business development strategies is highly valued and required.
- The ability to effectively communicate, negotiate, and build rapport with clients, stakeholders, and team members is crucial. Strong presentation and persuasive skills are important for pitching ideas and closing deals.
- Ability to think critically, analyze complex situations, and develop innovative solutions to address business challenges and capitalize on opportunities.
- Building and nurturing relationships with clients, industry influencers, and strategic partners is essential. Strong networking skills, the ability to establish trust, and a knack for fostering long-term relationships are highly valued.
- Proficiency in conducting market research, analyzing data, and interpreting industry trends is important for identifying market opportunities, assessing competition, and making data-driven decisions.
- Ability to effectively manage multiple projects, set priorities, meet deadlines, and coordinate cross-functional teams is a must in overseeing business development initiatives.
- Ability to adapt to changing market conditions, handle pressure, and be resilient in the face of setbacks.
- Must be flexible and have a proactive approach to problem-solving.
- Bachelor's degree in business administration, marketing, or a related field required. Master's degree preferred.
- Minimum of 5 years of industry experience, understanding the industry's dynamics, trends, and key players in order to formulate effective business development strategies, required.

PHYSICAL AND MENTAL REQUIREMENTS:

- Ability to sit for extended periods of time.
- Ability to work and communicate well with other employees and management.
- Ability to perform work utilizing manual dexterity of the hands.
- Ability to read, write, and understand English.
- Ability to work in a fast-paced environment.
- Correctable vision and hearing.
- Ability to work remotely in a home office environment.

This job description is not intended to be all-inclusive, and the employee may also be asked to perform other reasonably related job duties as assigned by their immediate supervisor as required. All employees may be required to

perform duties outside of their normal responsibilities from time to time as needed.