

## **Job Description**

### **Position: Business Development Manager**

#### **Purpose**

The main role of the Business Development Manager is to lead, coordinate and execute business development activities including new projects development, marketing and promotion for the company's operation and manage the implementation. The role also involves assisting the Director in all aspects of his operations.

#### **Qualifications**

BSc degree in business related field with minimum of 5 years relevant experience and with strong capabilities of writing proposals, developing project concepts and preparing formal reports. High level of communication skill is also important.

#### **Key responsibilities**

- Contacting potential clients to establish rapport & set up meetings until a deal is closed
- Identifying new sales leads, identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Planning and overseeing new marketing initiatives
- Overseeing marketing team in ensuring increase in sales opportunities and maximize revenue of the organization
- Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities
- Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments
- Prepare project concepts and proposals for funding, investment and implementation
- Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals
- Protects organization's value by keeping information confidential
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Manage social media accounts and promote company in a positive light to the public
- Seek out corporate social responsibility opportunities and develop ways to give back to the community
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.

#### **Reporting**

Directly reporting to the Director.