

## Job Description

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# Business Development Manager



08:30 AM - 05:30 PM



Full-Time

You will be responsible for establishing and leading the marketing field while contributing to business development strategies. Working closely with Business Development Department, you will drive marketing initiatives, shape brand identity, and spearhead business expansion efforts. This position requires a strategic mindset, leadership skills, and a focus on achieving marketing and business development goals.

## Responsibilities:

- **Marketing Strategy Development:** Develop comprehensive marketing strategies that align with overall business goals and support business development efforts.
- **Branding & Positioning:** Establish branding guidelines and ensure brand consistency across all marketing and business development initiatives.
- **Team Building:** Recruit, train, and lead a marketing team to execute marketing and business development initiatives effectively.
- **Campaign Management:** Oversee the planning and execution of marketing campaigns, lead generation efforts, and monitor performance.
- **Lead Generation Strategies:** Develop and implement lead generation strategies, leveraging marketing automation tools and CRM systems.
- **Business Expansion:** Collaborate with the business development team to identify potential partnerships, clients, and markets for expansion.
- **Market Analysis:** Conduct market research to identify opportunities, industry trends, and actionable insights for business growth.
- **Content Strategy:** Develop a content strategy that aligns with brand positioning and supports business development goals.
- **Collaboration & Alignment:** Collaborate with cross-functional teams to ensure marketing and business development integration and consistency.
- **Vendor Management:** Negotiate contracts and manage relationships with marketing and business development service providers.

## Requirements:

- **Education:** Bachelor's degree in Marketing, Business, Communications, or a related field (or equivalent experience). Master's degree in Marketing or MBA (a plus).
- **Experience:** 3+ years of marketing and/or business development experience, with some managerial experience.
- **Marketing Leadership:** Proven experience in leading marketing teams and developing successful marketing strategies, with a focus on lead generation and business growth.
- **Business Acumen:** Basic knowledge of business development strategies and the ability to contribute to business expansion efforts.
- **Branding & Positioning:** Strong expertise in brand development and positioning.
- **Lead Generation Strategies:** In-depth knowledge of lead generation techniques, marketing automation tools, and CRM systems.
- **Analytical Skills:** Advanced data analysis skills to measure marketing and business development performance and make data-driven decisions.
- **Communication & Presentation:** Excellent communication and presentation skills, both written and verbal.
- **Strategic Thinking:** Ability to think strategically and creatively to drive marketing innovation and business growth.
- **Leadership & Team Management:** Demonstrated leadership skills, able to motivate and mentor marketing and business development team members.
- **Adaptability:** Willingness to adapt to the needs of a growing marketing and business development division.
- **Resourceful:** Ability to leverage resources effectively within budget constraints.