

Job description
Business Development

Key requirements:

- 1 to 3 years of experience in Business development
- Experience working with a digital marketing agency is a must
- Strong inclination towards sales
- Good understanding of Digital Marketing
- Experience working on CRM platform like Hubspot, Leadsquared, Sales Force or similar

Key responsibilities:

- Conduct market research to identify potential new business opportunities and analyze market trends
- Building the database for Business Outreach
- Support the Business Development team by identifying and pursuing new business leads Make cold pitches & execute mass mailers activity
- Participate in the creation of business proposals and presentations
- Responding to incoming leads
- Collaborate with cross-functional teams to support business development initiatives, case studies and awards
- Attend industry conferences and events to expand knowledge of the industry and network with potential
- Participate in training programs and workshops to develop skills and knowledge relevant to the role
- To liase with the media team for ads and reports and highlight areas we could do to better the reach/ target