

Job Description - Business Development Manager.

3 simple asks -

- Exceptional planning, writing & negotiation skills.
- Ability to determine the marketing requirements & drafting a creative brief for the execution team.
- Aptitude in delivering attractive presentations.

What do we need ?

- 3 to 4 years of experience in full - cycle business development or similar roles, using various reach - out techniques, evaluation methods, pitching, negotiations & eventually, closures.
- Proficiency in using Microsoft Office - suite & Google Workspace.
- Strong communication skills with an ability to sell White River Media's unique value propositions to potential clients.
- Obsession with digital & social media to effectively convince brands towards an amazing experience they can expect as part of the White Rivers Media family.

If onboard, what will your day look like ?

- Noting new trends & identifying areas of opportunity for White Rivers Media to help various businesses leverage the wide variety of offerings in - hand.
- Being an active part of strategic business opportunity discussions on a regular basis & executing the ideas.
- Setting up meetings with potential clients for presenting White River Media's unique value propositions.
- Liaising with the internal Media team for tracking the existing lead flow thereby, optimizing & improving the quality of leads.
- Qualifying incoming leads as per the company's policies & business model.

- Gathering requirements from leads (potential clients), decoding the briefs, aligning the right resources for executing the pitch & eventually, closing a deal.
- Managing complex initiatives across a variety of stakeholders & driving deals to their successful outcomes.
- Leveraging available internal specialist teams to identify opportunities for enhancing White Rivers Media's business performance & investments.
- Building relationships with brands & educating them on digital transformation.
- Actively participating in contract development, handling negotiations & performing due - diligence for business closures.
- Liaising with the execution teams for ensuring client satisfaction (especially at the early stages).