

JOB DESCRIPTION
Business Development Assistant Manager

Key Requirements:

- 2 to 3 years of experience in Business development
- Experience working with a digital marketing agency is a must
- Strong inclination towards sales
- Thorough understanding of Digital Marketing
- Strong planning, writing & negotiation skills
- Experience in brand acquisition strategy is an added bonus
- Experience working on CRM platform like Hubspot, Leadsquared Sales Force or similar

Key Responsibilities :

- Briefing internal teams for pitches & leading pitches & RFPs
- Liaising with Media team & tech team to execute ads on the Database on a monthly basis
- Collating reports of Ad campaigns & gathering learnings
- Ensuring that the monthly outreach is executed.
- Forge strong connect with Corporate Communications team for PR and award opportunities for brands
- Regularly liaising with Account managers & Heads to ensure Account health & identifying areas of expansion.
- Figuring out alternative networking events basis the location
- Responsible in training executives in the team