

JOB DESCRIPTION: Business Development Director

A-Train Marketing Communications, April 7, 2021

LOCATION: this is a 100% remote position; A-Train Marketing is located in Fort Collins/Denver, CO. We are seeking an applicant in CO.

REPORTS TO: CEO

We're looking for a smart self-starter with relentless determination and a desire to crush it.

If you know how to think big; maintain professionalism under pressure; create confidence in everyone you meet; and inspire people to think differently about their businesses, you may be the perfect Business Development Director for A-Train Marketing.

We're a talented, friendly, and passionate group that moves fast and thrives on results. If these traits are sparking your enthusiasm for a challenging job with a wealth of reward, we want to hear from you.

Position Summary / Hiring Criteria

The Business Development Director:

- Is responsible for the creating and managing processes and systems designed to generate and foster new agency business.
- Will be required to build the agency's network and develop new relationships that evolve into sales opportunities and strategic partnerships.
- Must be tenacious and comfortable in all phases of the sales process, from cold outreach to closing deals with a sharp focus on thoughtful relationship building and consistent communication.
- Understands the value and benefits of the agency's suite of services and communicates them with ease and professionalism.
- Works directly with the CEO and the COO to keep a keen eye on meeting the agency's short and long-term growth goals while also helping the agency grow in key verticals.
- Maintains an impressive network and knows how to cut through the gatekeepers to get in front of decision-makers and C-level leaders.
- Brings past agency experience to help lead, hire, train, and grow the business development team.
- Stays current on marketing trends and opportunities and operates with a next-level approach to company growth and profitability.
- Is a skilled communicator and master presenter in both written and verbal capacities and uses effective outreach tactics to advance the agency's reputation and momentum in the marketplace.

- Is a strategic thinker that knows how to build rock-solid marketing plans for clients and prospects.
- Supports account growth with strategic acumen and critical thinking that addresses revenue opportunities at every stage of a prospect/client relationship.

Status and salary:

Full time salaried employee. Salary base determined with regards to experience and education. Salary range \$75,000 - \$85,000, plus competitive benefits and commissions

Responsibilities:

- Practice effective sales efforts resulting in a steady increase of new business.
- Win profitable new accounts that are professional, courteous, and long-term.
- Treat vendors and prospects with respect and instill a confidence in our abilities.
- Work with internal team to coordinate scheduled prospecting tactics (emails/newsletters, search marketing ads, etc.).
- Actively listen and seek to understand clients' needs and then convince them the agency can meet those needs.
- Use client contact (CRM) tools and systems to maintain detailed digital files documenting all contacts with each prospect including mailings, calls, appointments, and correspondence; record all research, reports, sales information, or other materials used or created for use in selling the agency to each prospect.
- Look for new business leads by building contacts with selected industry trade publications and organizations, business and civic groups; maintain prospect profiles for agency CEO's review and approval for adding to prospect list; add to prospect list with approved leads gained from business contacts, networking, etc.
- In conjunction with the internal team, research and construct reports on selected prospects/industries/products for use as "intelligent marketing tools" in sales efforts.
- Work with CEO to set strategy and objectives for lead generation.
- Create estimates and proposals and orchestrate new biz meetings/pitches, participating/leading in preparing presentations.
- Manage the process of transitioning sales and new business opportunities to the strategy team.

REQUIRED QUALIFICATIONS AND EXPERIENCE

Must be collaborative, outgoing and possess the following qualities:

- Bachelor's degree or equivalent experience required. Preferred fields of study: marketing, business administration, or similar field
- Ideally, our target will have 3+ years of marketing agency experience in a role related to account services or business development, or on and internal corporate marketing team
- Ambitious and focused
- Outstanding professionalism
- Exceptional listening and communication skills
- Outstanding relationship and network development skills
- Excellent organizational skills
- Excellent presentation skills
- Self-starter and learner with initiative
- Diplomatic and tactful problem solver
- Proactive, confident, open minded, professional, creative, and optimistic
- Skilled at using MS Office apps - word processing, spreadsheets, email, etc. and internet browsers and electronic file organization.

ADDITIONAL INFORMATION:

Work environment:

This is a fully remote position. Candidate will be responsible for providing their work environment, including basic desk/chair/work area setup. Travel to client locations may be required on occasion. Adequate transportation required (car) and ability to be mobile, traveling to appointments, events, training, etc. as needed.

Physical demands:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. The vision requirements include the ability to adjust focus and close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

A-Train is an Equal Opportunity Employer (EOE) and complies with employment laws as determined by the State of Colorado.