

## **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.*