

Job Description: Strategic Partnerships Lead (Business Development Executive)

A-Train Marketing Communications, January 8, 2024

LOCATION: This is a 100% remote position; A-Train Marketing serves the USA. We are seeking applicants currently living in the USA only.

REPORTS TO: CEO

We're looking for an innovative and experienced professional with relentless determination.

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 as a Strategic Partnerships Lead at A-Train Marketing.

We're a focused, 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.

We are a culture centric organization and require that all team members exemplify the following cultural core values:

- Collaboration
- Empowerment
- Innovative
- Respectful
- Real

POSITION SUMMARY / HIRING CRITERIA :

The Strategic Partnerships Lead:

- Is responsible for managing and optimizing 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 key differentiators 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 engage with 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 as the agency scales.
- 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 strategic and thought-out 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 with significant commission opportunities. Base salary determined based on experience and track record. Total expected compensation, including commissions is \$110K-\$155K per year.

RESPONSIBILITIES:

- Work with CEO to set strategy and objectives for lead generation.
- Practice effective sales efforts resulting in a steady increase of new business.
- Win profitable new accounts that are professional, courteous, and long-term focused.
- Treat vendors and prospects with respect and instill confidence in our abilities.
- Work with internal team to capitalize on prospecting and agency marketing tactics (emails, SEO, mailers, digital ads, etc.).
- Actively listen and seek to understand prospects' needs and shape solutions that build confidence in our ability and expertise.
- Use client contact (CRM) tools and systems to maintain detailed digital files documenting all contacts with each prospect including emails, calls, appointments, and other 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.
- In conjunction with the internal team, research and construct reports on selected prospects/industries/products for use as "intelligent marketing tools" in sales efforts.
- Create estimates and proposals and orchestrate new biz meetings/pitches, participating in and leading in the preparation of presentations/pitches.
- Manage the process of transitioning sales and new business opportunities to the strategy and account management team.

REQUIRED QUALIFICATIONS, SKILLS, AND EXPERIENCE:

Must align with our cultural values (Collaboration, Empowerment, Innovative, Respectful, Real) and must possess the following qualities:

- Must have 3+ years of marketing agency experience in a role related to business development
- Ambitious and focused
- Outstanding professionalism
- Exceptional listening skills
- Powerful communication skills
- Outstanding relationship and network development skills
- Excellent organizational skills
- Excellent presentation skills
- Diplomatic and tactful problem solver
- Ability to manage basic technology in business development roles (Microsoft products, lead generation software, email systems, etc.)

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, present, and 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.