PR & BUSINESS DEVELOPMENT MANAGER

Job Ref. No: #JDMPR1157

2023 - 2024

- **Company Name** : Moris Media Private Limited
- **Designation** : Pr & Business Development Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : ₹ 30,000 - ₹ 90,000

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is actively hiring a dynamic and ambitious professional to join our esteemed organization as a **PR & Business** Development Manager. We are in search of individuals who possess a hunger for knowledge and aspire to become **Digital Doctors**. As a Digital Doctor within Moris Media, your primary responsibility will be to comprehend the unique needs of our clients and provide cutting-edge solutions, particularly in the realm of retirement planning. We invite industry experts who are ready to engage in our comprehensive **Training Program**, shaping themselves into **Digital Doctors** who not only contribute to their personal growth but also play a crucial role in the success of our organization.

In this pivotal role, you will assume the leadership of our sales team, spearheading organizational efforts to identify and capitalize on new business opportunities. Your contributions will be instrumental in not only generating revenue and improving profitability but also in fostering the overall growth of Moris Media.

As the appointed PR & Business Development professional, you will play a pivotal role in shaping and refining our **Digital Marketing Approach**, overseeing various projects that contribute to our organizational objectives. Your key responsibilities will include crafting strategic business plans, surpassing **sales targets**, collaborating with the marketing department to drive Lead Generation, and ensuring the triumph of your sales team through the implementation of effective strategies and training programs.

The ideal candidate for this role is expected to demonstrate exceptional analytical skills, possess excellent communication abilities, exhibit a profound understanding of digital marketing platforms, and showcase the capacity to lead a professional team within a dynamic and challenging environment. Join Moris Media as a **PR & Business Development Manager**, and be part of a team that thrives on innovation, creativity, and continuous growth. Your journey as a **Digital Doctor** awaits, contributing not only to the success of our clients but also to your own professional evolution.

Primary Responsibilities

- Participate in Moris Media's comprehensive **Training Program** to evolve into a proficient **Digital Doctor.**
- Contact potential clients to establish rapport and schedule meetings.
- Plan and oversee new marketing initiatives to enhance brand visibility.
- Conduct thorough research on organizations and individuals to identify new business opportunities.
- Focus on understanding and addressing the unique needs of clients, particularly in the field of retirement planning, as a Digital Doctor.
- Increase the value of current clients while actively attracting new ones.
- Find and develop new markets, contributing to overall sales growth.
- Develop and implement strategic business plans to achieve organizational objectives.
- Exceed sales targets through effective leadership and coordination with the sales team.
- Collaborate with the marketing department to drive Lead Generation initiatives.
- Ensure the success of the sales team through the implementation of effective strategies and training programs.
- Demonstrate exceptional analytical skills and a profound understanding of digital marketing platforms.

- Showcase excellent communication abilities in both written and verbal contexts.
- Lead a professional team within a dynamic and challenging environment.
- Contribute not only to the success of clients but also to personal and professional growth.
- Join Moris Media's innovative, creative, and continuously growing team as a PR & Business Development Manager.

Required Skills

- Cultivate enduring relationships with key clients.
- Foster seamless collaboration with internal teams.
- Guide customers in their purchasing decisions.
- Undertake local and national travel to engage with potential and existing clients.
- Stay abreast of the latest industry trends for informed decision-making.
- Skillfully negotiate with vendors to secure advantageous deals for clients.
- Channel prospective leads to the sales and marketing team.
- Conduct comprehensive customer satisfaction surveys.
- Prepare and submit detailed reports to the client director and senior management.
- Demonstrate excellent verbal and written communication skills.
- Thrive under pressure while effectively prioritizing tasks.
- Showcase proficiency in advertising platforms, including Google Ads, Facebook Ads, and LinkedIn Ads.
- Possess an in-depth understanding of ad formats, targeting options, and campaign optimization for impactful digital marketing.
- Communicate with clarity and impact to clients, media personnel, and the general public.
- Cultivate and sustain robust relationships with the media through strategic pitching and understanding of media dynamics.
- Proficiently manage social media platforms, leveraging trends, tools, and community engagement effectively.
- Exhibit strong writing and editing skills for crafting clear, concise, and compelling communication materials.
- Utilize analytical skills to evaluate PR campaign success, gauge public sentiment, and track media coverage for data-driven decisions.
- Collaborate with internal teams for long-term client relationships and effective business development.
- Aid customers in making informed purchasing decisions by understanding their needs and demands.
- Demonstrate a willingness to travel locally and nationally to connect with clients.
- Stay informed about the latest industry trends to enhance PR and business development strategies.
- Exhibit strong negotiation skills while securing advantageous deals for clients.
- Contribute to overall business development efforts by passing leads to the sales and marketing team.
- Conduct customer satisfaction surveys, providing valuable insights for service improvement.
- Submit reports to the client director and senior management with meticulous attention to detail.
- Thrive under pressure, showcasing effective prioritization, motivation, and commitment.
- Demonstrate exceptional attention to detail and effective time management.
- Capable of working independently and collaboratively within a team environment.

Qualifications & Experience

- MBA/Bachelor's degree in business, marketing, or a related field.
- Experience in sales, marketing, or a related field.
- Excellent written and verbal communication skills and IT fluency.
- Ability to manage complex projects and multi-task.
- Excellent organisational skills.
- Proven success in winning, delivering, and retaining key clients.
- Ability to work well under pressure.

MANDATORY REQUISITES

- Moris works in a hybrid mode and hence this work-from-home job will require:
- Laptop/desktop with upgraded configurations
- High-speed internet connection for seamless navigation.
- Excellent oral and written communication skills.
- The job might involve occasional outdoor travel; the candidate needs to be flexible to travel whenever required.
- Must have telephonic skills as the position requires a considerable amount of work on the phone with clients.
- Must have excellent management skills and be willing to work under pressure and on a targeted basis.
- Should be patient, career-oriented, and diplomatic.

SALARY

Salary is negotiable depending on the overall Profile, Experience/ Personality, and skills.

JOB LOCATION

Moris Media works in a hybrid mode and facilitates our employees to work productive hours from home based on their geography to ensure maximum performance and productivity while functioning as a virtual team. The employee will be reimbursed if any travel is required on behalf of the company.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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