BUSINESS DEVELOPMENT MANAGER

Job Ref. No: #JDMPR2803

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Business Development Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

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 currently hiring for a Business Development Manager in **South Africa.** This job may require you to travel. Moris Media offers a competitive salary package aligned with industry standards. We are seeking a highly motivated and results-driven individual to spearhead our sales and marketing initiatives. As a Business Development Manager, you will play a pivotal role in driving revenue growth and expanding our clientele. This involves identifying and securing new business opportunities, building and nurturing strong relationships with B2B clients, and proactively staying abreast of industry trends. You will act as a "Digital Doctor," diagnosing client needs and prescribing tailored digital marketing solutions. Collaboration will be key as you work closely with internal teams to ensure our marketing strategies align with overall business objectives. Your ability to analyze market dynamics and identify growth opportunities, coupled with a data-driven approach to decision-making, will be essential to your success. If you possess a strong entrepreneurial spirit, a passion for business development, and a proven track record in sales and marketing, we encourage you to apply.

Primary Responsibilities

- **Drive Revenue Growth:** Develop and execute strategies to achieve sales targets and increase company revenue.
- **Expand Client Base:** Proactively identify and secure new business opportunities within the B2B market.
- **Cultivate Relationships:** Build and maintain strong, long-lasting relationships with key clients.
- **Market Analysis:** Conduct thorough market research to identify trends, competitor activities, and potential growth areas.
- **Strategic Planning:** Develop and implement comprehensive sales and marketing strategies aligned with company objectives.
- **Solution-Oriented Approach:** Act as a "Digital Doctor" by understanding client needs and offering customized digital marketing solutions.
- **Lead Generation:** Develop and implement effective lead generation strategies to identify potential clients.
- **Sales Presentations:** Deliver compelling sales presentations and proposals to prospective clients.
- **Negotiation and Closing:** Skilled in negotiation and closing deals to secure new business.
- **Collaboration:** Work closely with internal teams (marketing, operations, etc.) to ensure cohesive strategy execution.
- **Communication:** Maintain clear and effective communication with clients and internal stakeholders.
- **Reporting and Analysis:** Track and analyze key performance indicators (KPIs) to measure sales effectiveness and identify areas for improvement.
- **Stay Informed:** Remain up-to-date on the latest industry trends and best practices in digital marketing.
- **Relationship Management:** Utilize CRM systems to manage client interactions and track progress.
- **Contribute to Growth:** Play an active role in the overall growth and success of Moris Media.

Required Skills

- **Proven Sales Success:** 2-3 years of experience in a sales or business development role with a demonstrated track record of achieving targets and driving revenue growth.
- **B2B Expertise:** Experience working in a B2B environment, preferably within the media or digital marketing industry.
- **Strong Communication:** Excellent verbal and written communication skills with the ability to build rapport and effectively convey information.
- **Interpersonal Skills:** Extroverted personality with strong interpersonal skills to build and maintain relationships with clients and colleagues.
- **Analytical Mindset:** Ability to analyze data, identify trends, and make informed decisions to optimize sales strategies.
- **Market Knowledge:** Solid understanding of the digital marketing landscape, including various channels and strategies (SEO, SEM, social media, content marketing, etc.).
- **Client Focus:** A customer-centric approach with a passion for understanding and meeting client needs.
- **Presentation Skills:** Confident and engaging presentation skills to effectively deliver proposals and pitches to potential clients.
- **Problem-Solving:** Proactive and resourceful in identifying and addressing challenges to achieve business objectives.
- **Adaptability:** Ability to thrive in a fast-paced, dynamic environment and adapt to changing market conditions.
- **Teamwork:** Collaborative and team-oriented approach with a willingness to contribute to a positive work environment.
- **Travel Readiness:** Openness to travel as required to meet with clients and attend industry events.
- **Technology Proficiency:** Proficiency in using CRM software and other relevant sales and marketing tools.
- **Time Management:** Strong organizational and time management skills to effectively prioritize tasks and meet deadlines.
- **Self-Motivation:** Highly motivated and driven individual with a strong work ethic and a desire to succeed.

Qualifications & Experience

- **Education:** Bachelor's degree in Business Administration, Marketing, or a related field. An MBA would be a plus.
- **Technical Proficiency:**
    - High-performance laptop or desktop computer with sufficient processing power and memory.
    - Reliable high-speed broadband internet connection.
    - Dedicated and functional workspace (physical or virtual) to ensure productivity.
- **Travel Availability:** Willingness to travel as needed to meet with clients or for business purposes.

Salary:

We offer a competitive salary and benefits package commensurate with experience, skills, and qualifications. We are open to discussing salary expectations with shortlisted candidates.

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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