REGIONAL BUSINESS DEVELOPMENT MANAGER

Job Ref. No: #JDMPR1710

2024 - 2025

- **Company Name** : Moris Media Private Limited
- **Designation** : Regional 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 **Regional Business Development Manager** in India. This job may require you to spearhead the expansion of our company's presence within a specific region. You will be responsible for identifying and cultivating new business opportunities, forging strategic partnerships, and driving revenue growth in your designated territory. As a Regional Business Development Manager, you will conduct market research, analyze competitor activities, and develop targeted sales strategies. You will proactively seek out potential clients, build and nurture relationships with key stakeholders, and negotiate lucrative contracts. You will collaborate closely with internal teams, including marketing, operations, and product development, to ensure seamless delivery of solutions to clients. Your role will be crucial in establishing Moris Media as a trusted leader in the region, contributing significantly to our overall growth and success.

Primary Responsibilities

Primary Roles and Responsibilities of the Regional Business Development Manager at Moris Media:

1. **Identify and pursue new business opportunities** within the assigned region to drive revenue growth and market expansion.
2. **Conduct thorough market research** to understand industry trends, customer needs, and competitor landscape.
3. **Develop and execute strategic sales plans** tailored to the specific region, outlining clear targets and objectives.
4. **Build and maintain strong relationships** with key stakeholders, including potential clients, industry partners, and local organizations.
5. **Proactively seek out and engage potential clients** through networking, cold calling, email outreach, and other channels.
6. **Deliver compelling presentations and proposals** to showcase Moris Media's value proposition and solutions.
7. **Negotiate and close lucrative contracts** that align with the company's financial goals and objectives.
8. **Collaborate with internal teams** (marketing, operations, product development) to ensure seamless delivery of solutions to clients.
9. **Manage the sales pipeline** effectively, tracking progress, identifying bottlenecks, and implementing corrective actions.
10. **Analyze sales data and performance metrics** to measure effectiveness of strategies and identify areas for improvement.
11. **Represent Moris Media at industry events and conferences** to network, build brand awareness, and generate leads.
12. **Stay abreast of industry trends and developments** to anticipate market shifts and adjust strategies accordingly.
13. **Provide regular reports to management** on sales performance, market insights, and progress towards targets.
14. **Foster a customer-centric approach** by prioritizing client satisfaction and building long-term relationships.

15. **Contribute to the development of Moris Media's overall business strategy** by providing insights and recommendations based on regional expertise.

Required Skills

Primary Skills and Experience Required for Regional Business Development Manager at Moris Media:

Skills:

- Proven track record in sales and business development, preferably in a B2B environment.
- Exceptional communication and interpersonal skills, with the ability to build rapport quickly and establish trust with clients.
- Strong negotiation and closing skills, with a proven ability to secure profitable deals.
- Excellent presentation and public speaking skills, with the ability to deliver impactful pitches and proposals.
- In-depth understanding of market research and analysis techniques to identify potential opportunities and threats.
- Ability to work independently and proactively, with a high level of self-motivation and drive to achieve results.
- Strong problem-solving and decision-making skills, with the ability to think strategically and creatively.
- Excellent organizational and time management skills, with the ability to prioritize tasks and meet deadlines.
- Proficiency in using CRM software and other relevant sales tools.

Experience:

- 3-7 years of experience in a sales or business development role, with a proven track record of success.
- Experience in managing and developing client relationships.
- Experience in conducting market research and analysis.
- Experience in negotiating and closing deals.
- Experience in developing and executing sales strategies.

Additional Requirements:

- Openness to travel as required for business purposes.

Personality Type:

- Extrovert, outgoing, and sociable.
- Enthusiastic, proactive, and action-oriented.
- Creative and innovative thinker.
- Strong communicator and collaborator.
- Results-oriented and driven to succeed.

Qualifications & Experience

Qualification Required for Regional Business Development Manager at Moris Media:

- **Education:**
  - Minimum of a Bachelor's degree in Business Administration, Marketing, or a related field.
  - Master's degree in Business Administration (MBA) is preferred.
- **Technical Skills:**
  - Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
  - Experience with CRM software (e.g., Salesforce, HubSpot).
  - Familiarity with sales tracking and reporting tools.
  - Knowledge of market research and analysis tools.
- **Additional Requirements:**
  - Openness to travel as required for business purposes.
  - Valid driver's license and reliable transportation.

Technical Specifications:

To effectively perform the duties of a Regional Business Development Manager at Moris Media, the ideal candidate should possess the following technical equipment and resources:

- High-performance Laptop or Desktop
- High-speed Broadband Internet Connection
- Virtual Workstation (physical or virtual)
- Smartphone with data plan

Salary:

We offer a competitive salary and benefits package commensurate with experience and qualifications. Salary will be discussed in more detail 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.

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