

Job Description

JOB TITLE: Assistant Manager Business Development

REPORTS TO: Director, Center for Executive Education

REPORTED BY: None

Job Description: Business Development Manager

CEE@IBA requires a Business Development Manager for the generation and development of both open and client-specific business opportunities. The successful candidate will liaise with human resource professionals, consultants and practitioners including heads of marketing, supply chain, and CEOs of major local companies and MNCs. *The role is focused on new and current businesses and is suited to people who are ‘sales hungry’ and who can exploit their exceptional sales skills with effective and successful results. They also possess ability to perform “multi-tasking”*

External relationships:

Local Corporate and MNCs along with governmental agencies to director level on both marketing and technical teams

Internal relationships:

IBA’s Senior Management, Faculty, Administration, Finance and Administration

Location:

IBA/ any other facility acquired (through contract) by the IBA in Karachi or outside Karachi

Main duties:

- Development new business relationships, generate and negotiate new income for CEE@IBA to an agreed annual target, and to increase it year on year
 - Direct communication to potential clients through meetings, telephone calls and emails
 - Responsible for your own lead generation and appointment setting
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- Managing and maintaining a pipeline and ensuring all sales administration is current clients
- Create clients' proposals, contracts and any further documentation, by following IBA policy and standard operating procedure (SOP).
- Responding to clients' requests for information in a timely manner
- Effective interaction with other IBA departments including the Marketing & Advertisement, Finance & Account, Internal Audit, IT, Administration, faculty while handling campaigns
- Keep close coordination with CEE Coordinator and other team members of CEE@IBA.
- Keeping abreast of issues affecting the Learning & Development Requirements
- Stay up-to-date competitor activities
- Ensuring CEE@IBA remains proactive and responsive to prospective clients

Skills, Knowledge and Experience required:

- Aptitude to use own initiative and pay close attention to detail
- Ability to cope with competing demands and to prioritize tasks
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- A positive attitude to dealing with people
- Confident negotiator and ability to 'close the deal'
- Strong client management skills and ability to keep promises
- A positive and determined approach to researching, analyzing, and pursuing new business opportunities
- Excellent organizational and time management skills
- Capable of working independently, and having responsibility as an individual
- A sound understanding of the online marketing sector would be a distinct advantage
- Confidence to present a tailored presentation to potential client team by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Skill to deliver a tailored sales process to achieve targets / KPI's by generating leads, asking probing questions, using most appropriate features & benefits based on clients needs and matching with a tailored solution
- Ability to identify new business opportunities using hit wise / relevant research tools / sector specific targeting and cold calling

- Ability to manage and maintain accurate and accessible tailored documentation i.e. Presentations / proposals to meet clients needs

Competencies to develop while in the role:

- Ability to co-ordinate and improve the pitch process by effectively providing the relevant teams with both a detailed summary of clients technical and marketing needs plus applying previous knowledge / experience in order to obtain relevant assessment strategy recommendations
- Manage a tailored sales process to achieve targets / KPI's incorporating consultancy
- Co-ordinate a pitch project team in order to deliver a tailored sales pitch to clients
- Confidence in presenting / speaking at industry events / workshops by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Cultivate ability to understand and apply 20/80 in doing business.
- Become persona of the IBA values
- Represent CEE@IBA at industry events and trades shows by clearly demonstrating knowledge and expertise

Estimated time allocation:

- 45% new business pitches and meetings and generating new outbound business leads
- 35% current business
- 20% Developing proposals and strategy

Requirements:

- ❖ Graduate, preferably MBA (Marketing)
- ❖ Adequate command in Computer Usage (i.e. Micro-Soft: word, Excel, PowerPoint, Internet, etc.)
- ❖ Willing to make personal calls, visit offices
- ❖ Communication Skills