



## Job Brief: Business Development Manager

We are looking for a creative and driven **Business Development Manager** to join our fast-paced and innovative team. The Business Development Manager will develop and support the overall growth strategy plan for the agency. They will build the agency's market position through client acquisition and revenue driving efforts aligned with agency goals. They will be relationship focused, goal oriented and take a proactive approach to generating new business opportunities. They will also collaborate with internal stakeholders to foster exceptional agency-client relationships to maximize client retention, agency and client success, and drive lifetime client value. The Business Development Manager will work on a variety of projects across multiple platforms supporting the overall strategy and execution for the agency and its clients.

### Responsibilities

- Influence strategy, development and implementation of agency growth plan
- Champion client acquisition. Identify new sales prospects and nurture leads, build pipeline of opportunity, pitch and sell agency services
- Develop proposals, pitch decks, contracts and other presentation materials
- Collaborate with cross-disciplinary teams to increase lifetime client value, client satisfaction and client retention
- Manage all marketing tactics for the agency
- Proactively seek out new ways to exceed client expectations and agency services to help agency and clients achieve goals at a faster pace
- Support new client onboarding
- Maintain up to date knowledge of marketing, social media, public relations, digital and industry trends and innovations; recommend and implement changes as needed
- Provide timely and informative measurement and analysis of all efforts and make insightful recommendations to team based on findings
- Assist in other assignments, projects and tasks as needed to support agency and client growth

### Requirements

- Entrepreneurial spirit and positive attitude
- Bachelor's Degree; marketing, communications, journalism, or related field preferred
- Prior marketing / PR agency or client-focused experience preferred
- Prior sales experience required
- Must be highly organized with excellent attention to detail
- Strong writing and editing skills
- Strong sense of professionalism; customer service experience preferred
- Proven ability to support multiple brands and industries
- Professionalism regarding time, costs and deadlines
- Strong communications skills and ability to interact and present ideas
- Strong time management skills; ability to multi-task and meet aggressive deadlines
- Experience with HubSpot, Google Analytics, Facebook Business Manager preferred



- Ability to travel

**To Apply:**

Please send a cover letter and resume to [info@flashlightmarketing.com](mailto:info@flashlightmarketing.com)

**ABOUT US:**

*Flashlight Marketing is a successful creative marketing, communications and digital services agency specializing in helping privately owned businesses, entrepreneurs, and start-ups to scale and grow. We leverage our years of expertise and our commitment to continuously evolve our offerings to remain ahead of the competition and exceed our client's expectations. Our passion is what drives us while strategy is what guides us. As a strategy-first agency, our thoughtful customized solutions will maximize impact, streamline expenses and attain an impressive return on investment. Working with us will allow you to achieve your strategic goals at an aggressive pace and expedite growth.*

ALL POTENTIAL EMPLOYEES ARE EVALUATED WITHOUT REGARD TO RACE, COLOR, RELIGION, GENDER, NATIONAL ORIGIN, AGE, MARITAL OR VETERAN STATUS, THE PRESENCE OF A NON-JOB RELATED HANDICAP OR ANY OTHER LEGALLY PROTECTED STATUS.