

Job Category

Marketing/PR

Marketing Business Development Manager (Full-time)

Are you an Account Executive or Marketing Manager looking for a better fit? Are you looking for a company that works harder for its clients? One that rewards its top staff? We would like to talk with you.

As a Marketing Business Development Manager (MBDM), you will have the opportunity to work with some of the America's top brands. MDG helps to bring to life their marketing, communications and technology solutions. Our Business Development Manager leads a team of cross-functional professionals within our fast-paced, high growth culture to drive business opportunities within an assigned territory of existing categories and clients. Our most successful MBDM develops account strategies for expansion in key business categories by prioritizing and profiling industries and B2B companies. These strategies include analysis and requirements gathering from senior-level decision makers and influencers within and across each buying center.

The MBDM develops insights and communicates our value proposition to all prospects through assessment of opportunity in a market category, territory and individual client. The MBDM will leverage existing resources, and work with other key personnel to refine and implement changes in existing sales strategy. MBDM is supported by a team of business development representatives (BDRs), inbound sales, digital marketing staff and expert consultants. Together, we're building an amazing brand and demand generation.

Job Responsibilities:

- Build strong relationships with prospective clients by creating trust and confidence at multiple levels across key buying centers, senior staff and decision makers
- Lead the complete sales cycle from opportunity identification to contract negotiation and close across all product lines by working with clients, prospects, the MDG account team and solution experts
- Facilitate the planning, implementation and follow-up of new business opportunities and MDG sales plans
- Work with MDG sales team with warm calling, program demos, CRM updates, pipeline tracking, proposal development, follow up and closing strategies
- Excellent working knowledge of MS Office: Excel, Word, PPT, Outlook, CRM, list intelligence software
- Support marketing team with research on categories, account plans, sales and marketing management
- Some travel may be required (10-15%)

Qualifications

- Bachelor's degree in Marketing, Communications, Business Administration, Finance, Digital Marketing or Public Relations. MBA a plus
- 5-7 years' experience in a business development role is preferred
- Proven record of strong sales results where the individual has exceeded monthly, annual goals as a leader
- Proven record of prospecting new clients at senior levels of organizations
- Experience selling services: branding, marketing, content development, digital/interactive, technology solutions
- Strong interpersonal skills with experience building rapport and creating strong relationships with senior level professionals, as well as staff, to achieve results is required
- Excellent organizational, project management and judgement skills are required, as well as the ability to prioritize work, meet deadlines, and pay strong attention to detail

Timeline/Wage:

- Start date: Septemb 2018
- Full-Time Employee with health benefits, dental and vacation after 30 days
- Gym and fitness center in building
- Compensation: Salary plus commission on new sales
- Snacks, team outings and happy hours
- Time Commitment: 45 hours/week

Interview with us:

Do you want the opportunity to interview with us? Persuade us. Convince us in a one-page, cover letter exactly why we should speak with you. And don't just give us an outline of your resume. Use the cover letter to tell us what *isn't* on your resume. Be creative. Be interesting. Be yourself.

Please email your cover letter and resume to careers@wmdesigngroup.com NO CALLS PLEASE. NO 3rd PARTY RECRUITER CALLS PLEASE.

Why MDG? McKenna Design Group is a full-service strategy, design and technology firm located in Evanston and downtown Chicago. We are guided by the principle of achieving better Return on Experience® for our clients. We follow an integrated approach that incorporates Strategy, Design and Technology to build brands. Visit us at www.wmdesigngroup.com.

Why work at this company?

Sales leader for award-winning agency!