

Job Category

Marketing/PR

Marketing Business Development Representative BDR (Full-time)

Were you the first kid on your block with your own lemonade stand, lawn mowing business and babysitting company? Have you always wanted to work at a digital agency or PR firm? Love thinking about brand building? We should talk.

As a Marketing Business Development Representative (BDR), 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 BDR leads inside marketing outreach efforts to drive business opportunities within existing categories and clients. Our most successful BDR develops outreach strategies for client expansion by profiling and contacting organizations and industries. Tactics include researching, outreach and follow up with senior-level decision makers and influencers within an organization and across business units.

Responsibilities:

- Be a relationship "firestarter" and outreach dynamo
- Prequalify new business initiatives within B2B, professional associations, government clients
- Initiate, establish and maintain customer contacts, providing high touch, quality outreach
- Establish a proficient understanding of MDG services, technologies, personnel, culture and processes
- Provide detailed data input and note-taking. Ensure all CRM fields and client demographics are accurate and consistently updated based on outreach and sales activity
- Prepare data for the Monthly Management Reports involving BDR/Inside Sales activities
- Work in a team selling environment with other BDRs, consultants, management
- Potential to grow into an Account Executive or Marketing Business Development Manager role

Qualifications

- Must be a self-starter with a highly entrepreneurial spirit. Team sports background a plus
- Bachelor's degree in Marketing, Communications, Business Administration, Finance, or Public Relations
- 2-3 years relevant experience in a business development / inside marketing / account role
- Proven record of sales and marketing results where individual has exceeded monthly, annual goals
- Skilled and proficient at prospecting new clients at senior levels of organizations
- Passion for cold calling experience. Cold calls turn into warm opportunities to grow relationships
- Possess excellent customer service skills, positive attitude and problem solving mindset
- Excellent written and oral communication skills are required. Ability to work in CRM, email, Microsoft Office programs a must

Timeline/Wage:

- Start date: August 27, 2018 or sooner
- Full-Time Employee with health benefits, dental and vacation after 30 days
- Gym and fitness center in building
- Compensation: Excellent salary and spot bonuses
- 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 with a satellite office in 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?

Amazing culture at award-winning agency!