



Manager/Director of Business Development

BrightWave Marketing is North America's leading email marketing focused digital agency. The award-winning firm specializes in partnering with its clients to strategically develop, manage and optimize all digital messaging programs that drive revenue, cut costs and build relationships.

Headquartered in midtown Atlanta, GA, the fast growing firm works with a blue chip client roster, including Affiliated Computer Service (A Xerox Company), AGCO, Chick-fil-A, CoreNet Global, Cox Business, O'Charley's, RaceTrac, Ted's Montana Grill and more.

BrightWave Marketing consists of an experienced, talented and diverse group of passionate digital marketers. We come from different backgrounds and share a common goal - to assist our clients in creating and managing exceptional email and digital messaging programs.

Our award-winning team has an impressive track record and collaborates like no other team. We move quickly, have fun and are passionate about ensuring that our clients are successful. We have recently grown in a significant fashion and are poised for more growth.

For more information, please visit www.BrightWaveMarketing.com or visit www.EmailStatCenter.com and www.SocialStatCenter.com, the leading authorities on email and social media marketing statistics.

Overview of Role:

The Director/Manager of Business Development position is a critical role and the right person will have the opportunity to gain a wide range of exposure and skills in this role, with the possibility of a quick ascension and strong compensation. This person must have a proven track record of business development in the interactive industry, with an emphasis on building and monetizing relationships.

The perfect candidate creates, identifies and closes digital messaging (email, social and mobile) sales for BrightWave. As a key individual who represents BrightWave and drives new revenue of our firm, the Director/Manager of Business Development must be a self starting closer who can develop a large pipeline of business within a short period of time.

The right candidate will need to not only have experience in consultative sales but a passion for serving clients with integrity and a strong attention to detail. He/she will be a hungry, nimble, intelligent, ambitious and aggressive team player with the ability to close deals and represent BrightWave in the digital marketing community.

The Director/Manager of Business Development should also have a strong interest in participating in the growth of a fast moving, exciting company that currently is generating much industry buzz in an always changing industry.

Responsibilities include:

- Exhibit in depth knowledge of target clients, company positioning, offerings, specific services and pricing structure
- Achieve sales goals through effective lead generation, pipeline management and forecasting
- Meet and exceed all quarterly and annual sales quotas
- Own the sales cycle - from lead generation to closure
- Timely response to inbound leads/RFPs



Email Marketing & Digital Messaging Services

- Effectively generate targeted and strategic outbound business development opportunities, including prospecting and cold-calling
- Assist with management of business development and marketing initiatives
- Research and assist with execution of targeted sales and marketing presentations
- Identify and develop revenue opportunities for EmailStatCenter.com and SocialStatCenter.com websites
- Assist with industry leadership initiatives
- Participate in industry events and driving brand awareness and lead generation via networking, associations & targeted activities

Desired qualifications:

- Bachelor's Degree
- Minimum of 2-5 experience in interactive marketing
- Track record in working with clients in generating new business
- Motivated professional with strong work ethic and desire to overachieve
- Flexible, team player with ability to thrive independently with little structure
- Interactive business development agency experience is preferred
- Email marketing and social media experience with working knowledge of best practices and industry trends
- Strong communicator with ability to articulate ideas, both written and verbal
- Comfort in developing new relationships via phone, email and in person
- Ability to articulate company services in a consultative sales environment
- Experience in presenting to prospective and existing clients
- Ability to adapt to many various company, industry and client requests
- Ability to jump from "high profile" projects to "digging a trench" type projects without missing a beat and maintaining enthusiasm
- Strong references

Contact

jobs@BrightWaveMarketing.com - Please include Business Development Position in the subject line with a cover letter, resume, compensation requirements and overview of digital marketing experience.

BrightWave Marketing, Inc. is an Equal Opportunity Employer.