

# BUSINESS DEVELOPMENT MANAGER

## THE POSITION:

The successful candidate will be responsible for strategy implementation, business development, and managing customer relationships. We seek a dynamic and versatile individual, who is comfortable working with multiple disciplines, in a results-driven consulting environment. The scope will include continual research and assessment of market trends as well as the development of an evidenced-based and tailored marketing strategy that articulates the business and brand ethos. You will support the construct of business workflow processes designed to systematise and improve quality assurance; lead the communication strategy, commercialise opportunities in the market, and ensure that the customer database is segmented for targeted marketing strategies. You will also evaluate and improve existing systems, processes, and work flow to enhance efficacy and profitability as well as to better respond to new and changing client and other business demands. As part of our management team, you will implement strategies that drive performance targets and augment the brand. Success in this role hinges on an ability to generate new business, offer leadership to a team of junior consultants, manage key accounts, manage multiple projects, and live the brand. We need a mature and professional perspective to a position that requires a hands-on approach, exceptional work ethic, and personal ownership and accountability.

### KEY AREAS OF FOCUS:

- **Targets:** Ensure business sustainability and growth by achieving agreed-upon targets and through various development efforts. Provide input into cost unit strategies and annual business plans and facilitate the execution of related plans. Drive specific targets by developing and implementing strategies to secure and grow clientele.
- **Networking:** Attend networking events, so as to identify opportunities and engage target audiences.
- **Customer Relationship Management:** Effectively employ technical and experiential knowledge in sparking and developing harmonious relationships with clients, offering assurance and managing risk.
- **Business Development/Sales Plan:** Identify specific opportunities and approaches to maximize revenue. Liaise with clients regarding current and future requirements.
- **Enterprising:** Demonstrate an in-depth knowledge of business products and value proposition when engaging with prospective clients from diverse backgrounds in order to gain their trust and respect.
- **Research & Development:** Research business opportunities and viable income streams and remain abreast with local and international industry trends, so as to identify and map both business strengths and client needs.
- **Market Share:** Determine the market share of the company's services as compared to that of competitors. Develop a database of comparative information.
- **Strategy Development:** Develop an evidence-based strategic marketing plan that reflects current technological and financial opportunities; present insights and conclusions; recommend objectives.
- **Leadership:** Create and maintain a healthy and supportive organisational culture; ensure the permeation of the organisational culture across all business units; create cohesion across all units.
- **Business Acumen:** Use explicit and implicit business frameworks to ensure wholistic and integrated approaches to assessing and managing various business situations.

## THE PERSON

### MINIMUM REQUIREMENTS:

- A Master's degree in Marketing, Business, or another commerce related field.
- At least 5 years relevant work experience in a management role.
- Marketing, accounts, or relationship management experience.
- Excellent English capability and excellent report writing skills.
- Knowledge of business process design.
- A solid background and/or understanding of HR advisory services will be a distinct advantage.
- Strong business acumen and an entrepreneurial flair.
- Intimate understanding of traditional and emerging marketing trends, technologies, and methodologies.
- Budget management skills.

### COMPETENCY REQUIREMENTS:

- Ability to think creatively and innovatively.
- Strategic orientation and a robust interpersonal capability.
- Willingness to learn and an inclination to on-going professional development.
- Ability to listen carefully and objectively understand verbally conveyed information.
- Self-accountable as well as an ability to held account by the organisation to deliver to exceptional standards of excellence.
- Self-driven, focused, and an inherent ability to work well with others.
- Analytical and able to effectively evaluate situations against standard criteria and logical assumptions.
- Strong technical abilities relevant for this role.
- Ability to provide positive and constructive feedback to others, ensuring team progress and improvement.
- Ability to appropriately and effectively manage unique team members in a way that optimises goal achievement.
- Good time management skills and ability to manage deadlines.
- Excellent verbal and written communication skills.

## INTERESTED?

We offer a very attractive package commensurate with qualifications and experience. The closing date is **29 November 2019** and suitably qualified individuals are encouraged to apply. **We will only consider Namibian candidates and request that you e-mail your 2-page updated CV (CVs longer than 2 pages will not be accepted) 1-page cover letter, including contact details of 3 referees to [zayanih@potentia.com.na](mailto:zayanih@potentia.com.na) for the attention of Mrs Zayanih Dennis.** If you have not received an acknowledgement of your application within 2 working days, kindly contact us on **061 381 000**. **Please be advised that we will only respond to candidates that meet the criteria and all selected candidates will be required to undertake an assessment test. Only electronic CV's will be accepted.**