

Town Square Publications, part of the Daily Herald Media Group, is a leader in custom publishing and marketing products for Chambers of Commerce nationwide. Due to growth and market opportunity, we have added a new position for a strategic Business Development Manager to be an integral part of our success.

In this highly visible role, you will secure long-term partner contracts with targeted verticals, to increase our market penetration, YOY revenue, and resulting EBITDA.

Responsibilities:

1. Market Research: Conduct comprehensive market research to understand current trends, customer needs, and competitive landscape. Analyze data to identify new business opportunities and potential markets.
2. Relationship Building: Develop and nurture relationships with new clients in the Chambers of Commerce and Associations verticals. This includes on-site travel and presentation, networking, attending industry events, and maintaining ongoing communication.
3. Sales Strategies: Create and implement effective sales strategies to attract new clients and expand the company's market presence. Monitor and adjust strategies based on performance metrics and market changes.
4. Proposals: Work with the Director to craft tailored proposals that address client needs and business goals. Negotiate contract terms and manage the proposal lifecycle.
5. Presentations: Prepare and deliver compelling presentations to prospective clients, partners, and internal stakeholders. Effectively communicate business value propositions and strategic plans.
6. Documentation: Maintain and update documentation related to marketing and business development activities. Ensure accurate records are kept and information is easily accessible.

Requirements, Knowledge and Skill:

1. Must be able to demonstrate strategic thinking and illustrate past experience in meeting or exceeding sales goals – two to five years' experience developing new or expanding current businesses preferred
2. Bachelor's Degree preferred in related field such as Marketing or Business
3. Ability to travel approximately 25%
4. Analytical skills, proficiency in research methodologies, familiarity with market research tools, E-mail

marketing and ability to work with sales data/analytics.

5. Strong interpersonal and communication skills including proposal writing, negotiating, networking and customer relationship management.