

## Job Description

# Business Development Manager

### Position Summary

The Business Development Manager is responsible for identifying and pursuing new business opportunities and supporting the growth strategy of the organization. This role focuses on expanding market presence, building strategic partnerships, and collaborating with internal teams to deliver proposals, presentations, and high-quality client experiences.

### Key Responsibilities:

#### *Business Growth & Strategy*

- Identify, research, and pursue new business opportunities in target markets.
- Develop and execute strategic business development plans aligned with company goals.
- Track market trends, competitor activity, and emerging opportunities.
- Attend conferences and industry events representing the company and prepare a summary.
- Provide industry intel to Leadership team keeping up with current trends.
- Coordinate with Marketing & Proposal Manager and other Leadership team members.

#### *New Sales & Pipeline Management*

- Research and identify potential leads and opportunities.
- Find and track the decision-makers within each organization and find the 'needs' of each organization and individuals.
- Develop approach strategies potentially including cold calls and creating meeting opportunities.
- Securing introductory meetings in coordination with Leadership team members.
- Assist Leadership team with closing deals.
- Maintain and update CRM systems to track leads, opportunities, and client interactions.
- Prepare forecasts, pipeline reports, and business development metrics for leadership.

#### *Existing Client Relationship Management*

- Using CRM to manage the client relationships with Leadership team including coordination outreach at appropriate times.
- Identifying cross-selling opportunities with existing clients and supporting Leadership team in proposing.
- Meet regularly with Client Account Managers, Sector and Service Leads and Regional Directors to plan and execute promotional campaigns.
- Manage client satisfaction survey program.

#### *Proposal & Marketing Collaboration*

- Work closely with Marketing and Proposal Manager to prepare marketing materials.
- Participate in go/no-go discussions and strategic planning for key pursuits.
- Lead proposal development and content generation collaborating with Marketing and Proposal Manager.
- Contribute to content development for marketing collateral, case studies, and presentations.

## Job Description

- Ensure proposal submissions reflect compelling value propositions and respond to client needs.
- Oversee proposal debrief process, including securing debrief meetings for every proposal not won, tracking proposal results through a win/loss register with CRM software, and data mining for continuous improvement.

### Qualifications

#### *Education & Experience*

- Bachelor's degree in related field (or equivalent experience).
- 5+ years of business development, or client-facing sales in professional services, construction, real estate, or related sectors.

#### *Skills & Competencies*

- Strong relationship-building and communication skills.
- Proven ability to close deals and meet sales targets.
- Strong presentation and proposal development abilities.
- Ability to work independently and collaboratively across teams.
- High level of professionalism, initiative, and strategic thinking.
- Excellent executive functioning skills.
- Proficiency with CRM platforms and MS Office.

#### *Success Factors*

Builds trust and credibility quickly with clients and colleagues.

Proven ability to deeply understand client needs.

Actively seeks opportunities and demonstrates persistence in pursuit efforts.

Able to confidently work through difficult sales environments.

Understands industry dynamics and can translate insights into business opportunities.

Maintains a client-centric mindset and represents the company with integrity.

### Compensation

\$80-\$100k base annual + profit sharing + benefits + education

### Key Performance Indicators (KPI)

KPI	Success marker
New Clients and Projects	Meet set targets including sales targets, outreach targets for new business.
Continuous Improvement	Contribution to MAKE's Honing or Lunch & Learns sessions.
Client Satisfaction	Repeat business.
Efficiency	Able to work on multiple opportunities with multiple priorities with confidence. Able to triage activities with competing priorities.

## Job Description

MAKE

Contribution to MAKE  
business objectives

From MAKE Success Map: take ownership of a current MAKE  
objective and see it through to completion and share results  
with the team.