

Business Development Coordinator Job Description template

Business Development Coordinator Job Description Template/Brief

As the Business Development Coordinator, you will be responsible for conducting market research, identifying new business opportunities, and developing strategies to attract new clients. Additionally, you will be responsible for coordinating the efforts of the sales and marketing teams, preparing proposals and presentations, and participating in industry events.

Business Development Coordinator Job Profile

The Business Development Coordinator is responsible for the planning and execution of marketing campaigns designed to generate new business leads and drive sales growth. This position works closely with the sales team to identify target markets and create marketing materials that accurately reflect the company's products and services. The Business Development Coordinator also tracks campaign results and provides feedback to improve future marketing efforts. This is a highly visible position that requires excellent communication and project management skills.

Reports To

- Vice President of Business Development

Business Development Coordinator Responsibilities

- Working with the sales team to develop targeted marketing campaigns
- Creating marketing materials such as sales presentations, website content, and brochures
- Monitoring campaign performance and providing feedback to improve results
- Researching potential customers and identifying key decision makers
- Building and maintaining relationships with new and existing clients
- Preparing reports on marketing activity and results

Business Development Coordinator Requirements & Skills

- Bachelor's degree in marketing, business, or a related field
- 2-4 years of experience in marketing, business development, or a related field
- Strong project management and organizational skills
- Excellent written and verbal communication skills
- Ability to work independently and take initiative
- Proficiency in Microsoft Office applications