



microgigantic  
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## JOB DESCRIPTION: Business Development Director

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PRIMARY ROLE: The Primary role of the Business Development Director (BDD) is to identify, develop, and acquire new clients for Microgigantic. The BDD works directly with the CEO and the leadership team to ensure that Microgigantic (Mg) is pursuing and closing the very best opportunities at the very best clients.

SECONDARY ROLE: The Secondary role of the BDD is to assist in enhancing and improving sales materials and processes.

### TYPICAL DUTIES & RESPONSIBILITIES:

- Identify and develop new prospects
- Use social media to promote Mg and generate potential leads
- Coordinate with strategic partners to generate new business opportunities
- Network and meet with new prospective clients to identify potential leads
- Use and tailor as necessary existing Mg sales material with new prospects
- Develop proposals
- Confirm qualified leads and conduct proposal meetings
- Win new contracts
- Develop new clients for Mg
- Research and understand Mg's competitors in the marketplace. Develop win strategies and positioning for Mg to beat competitors

### EXPERIENCE/EDUCATION/QUALIFICATIONS

- 5 Years + in business development targeting CMOs and Corporate Communications executives
- Completion of sales training program
- Entrepreneurial, driven, organized, connected

### SUPERVISION:

Reports to: CEO

Collaborates with: President, Chief Creative Officer, Head of Production