Downloaded from <https://www.velvetjobs.com/job-descriptions/director-business-strategy>

# Example of Director, Business Strategy Job Description

Our innovative and growing company is looking for a director, business strategy. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director, business strategy

* Manage the deployment of post-sale activated concepts across platforms
* Interface with internal teams and clients for updates on campaign performance new business opportunities
* Track native revenue and campaign benchmarks and contribute to internal thought leadership and team-building efforts of the studio
* Client Intimacy – Establish and maintain business relationships with external clients, partners, internal colleagues and clients
* Opportunity Management – Perform strategic reviews of available opportunities, conduct assessments to determine alignment with corporate strategy and provide recommendations to Senior Management whether to pursue opportunities further
* Team – Work as a member of a strong global marketing and business development team that is focused on the collective growth and success of the organization
* Industry Knowledge - Work within the industry and with our internal Marketing team to identify, review and analyze new markets, innovative technologies and solutions which will contribute to our strategic planning process
* Growth Objectives – Maintain accountability for agreed upon growth targets within specific sectors and markets
* Reporting – Utilizing internal reporting tools to track and report on the ongoing status of current opportunities and the sales pipeline
* Development of annual and long-term business plans with the SVP, broader CP team and Finance group

## Qualifications for director, business strategy

* Planning and consulting skills
* Writing /Presentation Skills in English
* Analytical rigour-- balance quantitative and qualitative
* Focusing on Consumer and Shoppers
* Building Relationships – strong collaboration skills among peers in all organizational level
* Bachelor’s degree required, MBA or graduate degree desired