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# Example of Executive Acquisition Job Description

Our company is searching for experienced candidates for the position of executive acquisition. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for executive acquisition

* Developing the Acquisition & New Business Development strategy for the Loyalty Program
* Developing a pipeline strategy in line with growth objectives
* Actively lead discussions with external partners to lead through the entire sales funnel from lead generation to closing
* Ensure ongoing value for PAYBACK and their Partners by defining the strategy to expand the depth and breadth of the relationship
* Identify and develop New Revenues Strategy and ensure successful implementation
* Establish effective working relationships with internal business partners
* Manage integrated campaigns across a range of channels including organic search, display advertising, social media and email
* Improve conversion rates by, for example, improving marketing automation, use of best practice, analysing/testing user journeys and feedback
* Analyse ROI and the effectiveness of marketing campaigns and optimise future programmes based on those findings for improved performance
* Build effective relationships with internal and external stakeholders, and liaise with them as necessary

## Qualifications for executive acquisition

* Proficient in using tracking systems, recruiting software and related databases
* Experience networking and building relationships for contractor sourcing
* 3+ years of experience within Retained Search, Corporate Recruiting, or Candidate Sourcing capacity
* Proven client facing experience (external)
* Experience of working and managing large groups of stakeholders
* Experience in planning and executing tactical marketing campaigns, managing creative agencies and managing campaign budgets