



Example of Digital Business Development Job Description

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Our innovative and growing company is searching for experienced candidates for the position of digital business development. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital business development

- Build financial models for key deals and digital partners
- Continuous analysis of data from partners (e.g., Spotify, Apple, Google, Amazon, Deezer,) to understand key trends within the digital music space
- Communication of findings to both the BD team as a whole, key members of WMG (e.g., c-suite, label heads)
- Manage internal deal approvals process
- Deal negotiation in conjunction with the digital legal team
- Development of strategy and new business models
- Assist in the development of the partnerships strategy
- Establish initial contact with potential partners, research specific customer needs, and incorporate into initial partnership pitches
- Serve as primary point of contact for established partners, managing day-to-day account activities, including customer interface, troubleshooting, and determining cross-sell opportunities
- Monitor and report on status of Partnership team activity, including lead and pipeline management, partner onboarding, sales forecasts, and ongoing partnership management metrics

Qualifications for digital business development

- 3-5 years of experience in business development, corporate strategy or management consulting with a specific focus on technology and digital media
- Proven analytical and research skills, quantitative skills
- Exceptional facility with MS Excel and PowerPoint are required
- Possess significant functional knowledge of digital advertising ecosystem and players involved, including in-depth knowledge around targeting and measurement solutions in the marketplace
- Comfortable presenting and pitching media advertising related products to clients