



# Example of Digital Business Development Job Description

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Our innovative and growing company is looking to fill the role of digital business development. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital business development

- Perform marketplace and industry analyses with the goal of identifying product opportunities, and uncovering potential market and partner plays
- Lead teams across Brand, PR, Social, Tech and Operations Teams to create partnerships in line with business/partner goals and objectives and ensure flawless execution
- Partner with the Management Team to develop and implement various strategies to profitably grow our business
- Lead, manage and coach the team to develop and grow the business within assigned business channels through partnerships that drive new customer acquisition and revenue
- Ability to understand how to weigh up the best Partner opportunities and then develop your team to cultivate and close them
- Be responsible for understanding and evaluating tracked data on sales revenue, costs of sales and other metrics to analyze and evaluate how our Partnerships are performing
- Create pricing models and commercial terms that are competitive, innovative and simple
- Support the Business Development team in defining, quantifying and evaluating opportunities, which generally live outside the current Reebok ecosystem
- Work effortlessly to discover new companies, trends, and opportunities within the digital landscape that can help drive the Reebok brand forward

## Qualifications for digital business development

- 10+ years of relevant experience, including 3+ years' experience in business development
- Expertise in big data analysis and modeling techniques is a plus
- Availability to periodically travel (~20%)
- High proficiency in Word, Excel, and Power Point
- Experience in business/corporate development, investment banking or consulting a plus
- Excellent communication skills with confidence and ability to interact effectively with senior leaders