



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. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for digital business development

- Proactively find new ways to build the Microsoft business and grow accounts with minimal direction
- Master and maintain vast knowledge of Microsoft's business, competition, and latest industry news and trends
- Work with delivery teams to ensure that projects are delivered to client's requirements
- Act as a local escalation point for operational issues for the client
- Support process innovation on projects
- Communicate account activities effectively
- Identify, research and present the addressable market for DMD digital publications within the framework of the airline, rail and ground transportation markets
- Identify and contact key decision makers for digital publications in the selected and agreed airline, rail & ground transportation markets
- Promote DMD's products and service to the rail and ground transport industries as a content service provider
- Improve, maintain and keep current our marketing, value proposition and proof of service to the industries through the provision of close working with our marketing team

Qualifications for digital business development

- 5-8 years digital acquisition marketing experience with knowledge of performance based marketing models CPM, CPC, CPA, and CPL *previous experience with lead generation a plus
- Keen organizational skills and attention-to-detail with the ability to multi-task and prioritize well in a fast paced, dynamic work environment - high degree of personal excellence
- 8-10 years of business development, product development/management, and/or digital media experience in the media space
- Working relationships in and strong knowledge of the digital media space
- Proven track record in developing and maintaining corporate relationships