



# Example of Manager Business Development Job Description

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Our company is growing rapidly and is looking to fill the role of manager business development. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager business development

- Actively maintain an understanding of the digital games industry and maintain solid relationships with potential external partners and internal clients
- Driving the sales through the channel and to consumers
- Identifying and harnessing appropriate sales campaigns
- Localize any marketing/sales tools for Italian market
- Organize training, support, trade activities for our partners
- Develop program to increase sales on the B2B field
- Maintain the China product roadmap, ensuring that all projects from across the region are accurately represented so that the business can be driven from a single source
- Drive the revenue forecasting process regularly, working with Head of Mobile Publishing and other business owners to accurately predict expected revenues for the region
- Participate in the contract negotiation process for all deals in China, ensuring that deals move smoothly through the legal process by working closely with legal counsel in both China and US and the relevant business owner in China
- Research and prepare presentations to assist Head of Mobile Publishing and other business owners in communicating EA's breadth of business with potential partners

## Qualifications for manager business development

- The role will include building relationships with various key stakeholders
- Minimum of a Bachelor's degree in Business, Finance, related field or equivalent experience .required
- Proven business development experience (existing established network – a benefit)
- Experienced and proven abilities to develop COI relationships along with proven ability to market to internal CMB stakeholders (existing established network – a benefit)
- Ability to influence and lead cross functional groups