



# Example of Market Development Manager Job Description

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Our company is looking for a market development manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for market development manager

- Ability to inspire others to reach higher
- Focus on one BU / with multiple product lines
- Collaborate with Sales Leaders to create and execute plan to support sales growth through top accounts program
- Perform sales campaign and event follow-up
- Foster team development through industry education, sales coaching
- Manage budget for trade shows, lead generation, and industry influencer activities
- Share learnings with strategy, communication, and marketing groups to ensure that the "voice of the prospect" is captured in industry-facing material
- Ensure budget and profitable growth targets are achieved
- Ensure that we reach the target on our orders
- Participate in planning of customer events and trade shows

## Qualifications for market development manager

- Professional communications, self-presentation and inter-personal skills
- Proficient computer and system skills required
- Minimum of 7-10 years previous lead gen, market development, inside sales and/or telemarketing experience, preferably within a high tech or enterprise software company
- Experience working with database and CRM systems, preferably Salesforce.com

- High level of comfort and prior success with direct outreach to C-Level, VP and Director level within Fortune 1000 companies