



# Example of Senior Business Development Manager Job Description

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Our company is looking to fill the role of senior business development manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for senior business development manager

- Oversee the recording and tracking of contacts, leads, and opportunities in Salesforce
- Building and maintaining a pipeline of prospective leads
- Leading efforts on generating and expanding relationships with key partners in the UK affiliate/publishing space
- Personally leading key business development activities, from the exploratory phase to the launch and the expansion or partnerships
- Contributing to the development of our tools, processes and best practices
- Manage our internal go-to-market project aligned to our Enterprise Cloud testing solutions in the Americas markets
- Evangelize Spirent Enterprise Cloud Solutions as part of your everyday responsibilities
- Nurture and grow relationships with Government & Enterprise customers, keeping a strict cadence in place in key focus markets
- Conduct in market local pipeline reviews with Spirent Sales Executives and other key Spirent stakeholders across the Americas
- Seek opportunistic partnerships that lead to targeted sales opportunity

## Qualifications for senior business development manager

- Previous experience leading teams and mentoring staff

- High functioning organizational skills and ability to prioritize multiple demands
- Bachelor of Science (BS) degree in business, finance, engineering
- Minimum of 4 years of proven channel sales, business development and/or partner relationship management experience managing a large number of relationships
- Ability to work independently with regional teams