

## Job Description –Manager, Business Development

<b>Job Title:</b>	Manager	<b>Location:</b>	Delhi NCR, INDIA
<b>Department</b>	Business Development	<b>Reports To:</b>	DGM, Business Development

### **Company Detail:**

NICDC Logistics Data Services Limited (NLDSL) was incorporated on 30th December 2015, as a joint venture between Government of India represented by National Industrial Corridor Development and Implementation Trust (NICDIT) and Japanese IT major NEC Corporation, with 50:50 equity participation with the objective of effectively leveraging ICT across the Indian Logistics Sector, inculcate best practices across the various processes and work towards bringing in efficiency in the supply chain. The company aims at bringing visibility and transparency in Logistics environment, streamline the operations across the supply chain and help in government's plan of improving the Ease of Doing Business in India. For more detail log on to [www.nldsl.in](http://www.nldsl.in)

### **Role:**

The major role of Manager, Business Development is to assist team identify new business opportunities in order to generate revenue, improve profitability and help the business grow as per business development strategy of the company. Manager, BD should be able to achieve targets based on market research and analysis. He/She should have ability to generate and convert leads from scratch.

### **Responsibilities:**

- **Strategic**
  1. Build relationship and manage partnerships to grow business.
  2. Seek new business opportunities by entering strategic partnerships / collaborations and devising plans to boost business.
  3. Support senior management of the company to set appropriate budgets based on the opportunities envisaged.
  4. Directing efforts by presenting market research and suggesting business strategies.
  5. Guiding towards preparation of all documentation required for requests for proposals (RFPs).
  6. Researching emerging trends and recommending new company offerings to satisfy customers' needs.
  7. Support senior management in internal and external presentation/platforms
  8. Support in selection of software platforms and other technical requirements
  9. Working closely with Marketing team to identify and implement right marketing channels for Brand Management
  
- **Operational**

1. Develop a network of contacts to attract new users, research new opportunities and oversee growth projects, in line with company's mid- and long-term vision.
2. Develop business strategies based on the existing and new products / projects of the company for sales growth and business expansion.
3. Coordinate closely with internal teams e.g. sales, marketing, human resources, finance, product development, and procurement for implementation of the business development strategies.
4. Closely work with internal and external stakeholders for improving company's sales, revenues, product offerings, talent, customer service, and brand awareness.
5. Develop and implement customer retention initiatives by gathering customer feedback to enhance customer satisfaction and drive repeat business.
6. Device and drive aggressive strategies like cold calling, personal visits, roadshows, workshops and awareness campaigns, etc.
7. Support marketing team in passive strategies like advertisements, social media postings, etc.
8. Conducting market research, gathering customer feedback, collaborate with internal teams to drive innovation.
9. Analyze customer feedback and draw business intelligence.

### ***Education and Certifications:***

- Mandatory – Bachelor's degree in Engineering
- Desirable – Master's degree in Business Management

### ***Technical Skills, Knowledge & Abilities***

- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Creative, analytical, problem-solving and innovative skills.
- Time management and priority setting skills with ability to meet deadlines.
- Proactive, task driven and positive attitude.
- Ability to lead the team with high level of delegation.
- Up to date technology knowledge with an ability to develop and implement dynamic strategies in a fast-moving environment
- Flexible and self-motivated; able to multi-task while also being highly detail-oriented
- Understanding of Government and Private working culture and protocols
- Proficient knowledge of Ms Office
- Experience in product management, project planning and monitoring

### ***Work Experience:***

- 12yrs experience in marketing with at least 5years in overseeing staff

### ***Compensation:***

- Fixed salary – Rs. 13lacs PA
- Perks – Term Insurance, Mediclaim, Accident Insurance, etc.