



<b>Job Title:</b>	Business Development Executive	<b>Job Category:</b>	Business Development
<b>Department/Group:</b>	Business Development	<b>Job Code/ Req#:</b>	
<b>Location:</b>	Various	<b>Travel Required:</b>	Yes
<b>Level/Salary Range:</b>	Experienced	<b>Position Type:</b>	Full Time
<b>HR Contact:</b>	HR Administrator	<b>Date Posted:</b>	Immediate
<b>Will Train Applicant(s):</b>		<b>Posting Expires:</b>	

**Job Description****ROLE AND RESPONSIBILITIES****SUMMARY**

The Business Development Executive is responsible for identifying and developing strategic business relationships with group landlords and other potential customers, working closely with the Commercial Manager and Group Business Development Director. As the Business Development Executive, you will take the lead in the development of new business opportunities that supports Alliance Media's overall growth strategy. We are seeking someone with an entrepreneurial spirit, passion for sales and a proven track record of success, who takes a hands-on approach to building business opportunities.

A Business Development Executive works to improve an organization's market position and achieve financial growth. This person defines long-term organizational strategic goals, builds key customer and landlord relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions.

The Executive is entirely responsible for the product at Alliance Media. Maintains and enhances the organization's Cost of sales register, the listing of all corporate landlords / concessions, to ensure that lease contracts remain current, are paid and costs correctly captured. The priority is to assist our company to retain existing landlords and acquire new landlords and procure additional sites to existing ones. This means the role is a crucial for Alliance Media's ambition to expand or meet the necessity to diversify its landlords. Furthermore, these sites need to be developed using sound project management principles to find the optimal Media structure at the lowest cost so that maximum revenue is generated for the lowest investment cost.

Business Development Executive work in a senior position within the company. It is their job to work with the internal team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for their organization. To achieve this, they need to find potential new landlords, present to them, ultimately convert them into landlords, and continue to grow business in the future.

Business Development Executive will also help manage existing landlords and ensure they stay satisfied and positive. They call on landlords, often being required to make presentations on solutions and services that meet or predict their clients' future needs

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Core duties and responsibilities include the following:**

**1. Strategic Landlord Management and Growth**

- Existing landlords need to be managed, renewal leases negotiated, all costs to be accurately captured and to be paid.

- New landlords are to be approached, negotiated with and new leases to be signed.
- 2. Capital Expenditure Management and Growth through project management**
    - Project management principles are followed so that planned capex is installed in-line with current budgets.
    - Additional New Capex needs to be installed according to budgets.
    - Sourcing new capex sites to meet the above.
  - 3. Product Management**
    - Tracks and manages the data surrounding the product so that products look premium and the life of the product is extended through routine and adhoc maintenance programs.
  - 4. Business Development Planning**
    - Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
    - Identify opportunities for potential new sites
    - Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
  - 5. Management and Research**
    - Submit weekly progress reports and ensure data is accurate.
    - Ensure that data is accurately entered and managed within the company's CRM or other sales management system.
    - Present business development training and mentoring to business developers and other internal staff.
    - Research and develop a thorough understanding of the company's people and capabilities.
    - Understand the company's goal and purpose so that will continual to enhance the company's performance
- A. STRATEGIC**
- Overall we expect the BDE to have a complete and in-depth understanding of the Company products and how they are aligned to Corporate objectives, budgets and overall direction. Based upon this understanding budgets and forecasts need to be set and followed by the BD department. We believe that the above concept is key to the success of the BD department and its relevance within the greater organization.
- 1. Minimum Acceptable Standards (MAS)**
    - Our business development staff need to have deliberate measurement indexes, and these will evolve as the job description grows, furthermore any changes need to be communicated and clearly understood by all Staff.
    - These are also known as Minimum Acceptable Standards and need to be measured throughout, to ensure individuals and the company reach its goals. MAS's need to be constantly measured and people evaluated against this key metric. These would include
      - Landlord relationship management
      - Landlord monthly payments management
      - Product development
      - Site Development
      - Product upgrades
      - Landlord Acquisition
      - Landlord renewals
      - State of the media
      - Innovation of the media
  - 2. Measurement of Risk**
    - A risk measure of all the Landlords who are predicted not to renew should be updated monthly so that management may be aware of the risks of non-renewal. This risk factor needs to be calculated well in advance so that we have sufficient time to mitigate this risk. Furthermore, we require calculated risk on media requiring both repair and replacement
  - 3. Budgeting and Forecasting**
    - Participate in annual BD budgets are to be prepared in-line with current existing conditions and future assumptions or needs for the business. These budgets are to be re-forecasted on a quarterly basis thereafter.

- The budgets will reflect the needs of the company and its future core objectives with a clear mandate to improve efficiencies and drive down costs and increase efficiencies wherever possible.

#### **4. Project Management**

- Ensure the timeous delivery of capex within the budgeted cost and timelines.
- Management of capex contracts on the ground.

### **B. OPERATIONAL**

This role works within the commercial department and works closely with

- Procurement
- Finance
- Accounts Payable
- Reporting
- In-country
- Country Managers
- Operations
- Business Development Executives

#### **1. Existing Landlord Management**

- Data Management - There is need for every landlord (Municipal, Private, Concession) to be kept in a dynamic database and managed in this manner;
- Leases - All Landlords to have current, updated leases, which are negotiated on terms which are best suited to drive down Cost of sales at all times so as to remain within agreed budgets. Lease templates need to be regularly updated to reflect the changing objectives of Alliance Media.
- Renewals Landlord retention is a key objective of this department everything is to be done in order to retain existing landlords. All leases have to be kept current at all times, expiring leases need to be renewed at a minimum of 9 months in advance of their expiry and these should be agreed on terms and values so that budgets maybe met.
- Payment Agreed payment terms need to be strictly adhered to whereby;
- Fixed term payments are made per the payment period on the lease. Advance payments should be offered for a discount.
- Percentage of income payments should be made with a clear income schedule recon
- Annual Council payments with negotiated savings need to be negotiated in advance of the new period.
- Any payments not done need to be strictly accrued for
- Prepayments need to be correctly accounted for

#### **2. Site Acquisition and New Landlord Leases**

- A business development professional has three primary responsibilities under this area;
- Identifying new site leads
- Pitching products and/or services
- Maintaining fruitful relationships with existing landlord.
- When it comes to generating leads, day-to-day duties typically include:
- Researching organisations and individuals online (especially on social media) to identify new leads and potential new markets
- Track tenders and new offerings of sites.
- Monitor competitors' tenures and plan to acquire same.
- Researching the needs of other companies and learning who makes decisions about sites
- Contacting potential clients via email or phone to establish rapport.
- Planning and overseeing new marketing initiatives
- Attending conferences, meetings, and industry events
- When it comes to the challenge of actually acquiring sites, other typical duties include:
- Preparing PowerPoint presentations and display

- Contacting landlords to inform them about new developments in the company's products
- Pitching to competitors' sites landlords
- Developing proposals
- Preparing tender submissions
- Negotiating and renegotiating by phone, email, and in person
- Developing acquisition goals for the team and ensuring they are met.
- Training personnel and helping team members develop their skills
- Business development professionals are also obligated to write reports and provide feedback to upper management about what is and is not working.
- Landlords per the signed budget are to be approached, promoted to and leases negotiated and signed based on either;
  - Income Share
  - Fixed income and income share
  - Fixed income
  - Payment terms
  - Duration

### **3. Capital Expenditure Planning and Rollout (Capex)**

- Optimal sites require ideal media structures in order to maximize income. The role requires the executive to plan, procure and install these sites on both new and existing sites (upgrades). Specifically, a strong project management process should be followed so that milestone dates and costs are achieved to budget.
- Identify optimal Structure for the site
- Procure the structure
- Ship the structure
- Develop the foundation
- Install the structure
- Illumination

### **4. Reporting**

- Reports to the Commercial head on all matters surrounding the product and their variances to budgets on a regular basis including;
  - Occupancies
  - Cost of Sales
  - Maintenance
  - Capex Project updates and variances to budget
  - Site development

## **QUALIFICATIONS REQUIRED**

### **Education**

- Bachelor of Business Studies. Bachelor's degree from a four-year university; or Finance Related Degree or other related field or equivalent work experience.
- Master's in business administration will be an added advantage but not a pre-requisite.

## **EXPERIENCE REQUIRED**

### **Experience**

- Minimum of seven to five years of professional experience, including three years equivalent to a senior level business and administrative specialist or manager. Experience working in other African countries is a notable benefit.
- Ability to work on your own in order to pitch to Landlords and Concessions
- Ability to manage large volumes of data and report this data in an organized efficient and meaningful manner

- Ability to project manage projects in order to ensure they are delivered to spec, within time-lines and cost budget
- Ability to manage the periodic maintenance of all media and track the success thereof
- Ability to travel in within allocated country

**Growth**

- It's the management's commitment to promote and empower the successful candidate over time contingent on the development of trust and improving performance as follows;
  - i. Increased decision making.
  - ii. Promotion to higher Tiers of the BD Executive role.

**PREFERRED SKILLS**

**1. Language Skills**

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

**2. Mathematical Skills**

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**3. Reasoning Ability**

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, etc.,) in its most difficult phases. Ability to deal with a variety of abstract and concrete variables.

**4. Communication**

Creates and sustains ongoing forums that encourage two-way communication opportunities; demonstrates and promotes positive prospect, client, and work relationships; proactively addresses and manages conflict and disputes; works to achieve constructive resolution. - Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings. - Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**5. Organizational Skills**

BDE must keep files and records and leases organized and in compliance with corporate legal requirements. In addition, the BDE must also follow a systematic, orderly approach when working through problems, or when investigating issues. They have to manage their time well to deal with tasks as varied as site acquisition to capex development to tendering for new sites. Staying organized increases, the executive's personal efficiency, and it strengthens his ability to handle multiple problems at once.

**6. Character**

Demonstrates unquestionable integrity in every aspect of work and dealing with others; Consistently models desired behaviors and values established by the company; Respects diversity of perspective in discussions and demonstrates an inclusive style; Demonstrates concerns for job safety for self and others.

**7. Collaboration**

Effectively builds and maintains partnerships with external Labour organizations and people at all levels across the company. Contributes to team and company success. Maintains flexibility and reacts to change appropriately. Communicates and shares information with candor that builds trust and enhances relationships.

**8. Administrative Management**

Continuously manages administrative functions to ensure quality and timeliness, manages accurate and timely BD activity and performance reports, analyses report data to project trends and build forecasts, maintains accurate and complete leases and product database.

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[careers@alliancemediacom](mailto:careers@alliancemediacom)