Position Description—Business Development Manager

Reporting Lines

Reports to: General Manager – Solution Services

Works Closely with: IT Department, Marketing Department

Direct Reports: None

Overview

The Business Development Manager is a critical resource for a strategically important area. The Business Development Manager will be responsible for securing Software Development, Consulting contracts that lead to Software Development and Hosting contracts for execution by the company ZOAK.

The Business Development Manager must build and maintain a productive network to garner new business opportunities. In order to be successful, the Business Development Manager will carry a track record of business development success, a detailed working knowledge of the software development and hosting industry landscape and a strong understanding of software development principles.

The Business Development Manager is expected to contribute to Sales and Marketing strategy, including organisational positioning and profile. Strong communication skills and business acumen are considered essential for this role.

National and international travel may be required from time to time.

Key Areas of Responsibility

Business Development

The primary focus of the Business Development Manager will be the development and execution of business development strategy, which includes:

- Proactively identify or create new business opportunities that are in line with ZOAK's product offering.
- Talent for creating and influencing client needs that make new business opportunities.
- Position ZOAK as a leading provider of technology services.
- Maintain an in-depth knowledge of Company products and services.
- Keep abreast of competition, competitive issues, and products that impact competitiveness.
- Monitor industry developments relating to potential business opportunities.
- Influence ZOAK's future product offerings.
- Identify new opportunities for growth within existing clients.
- Develop and manage a sales funnel of active opportunities in SugarCRM.

- Attend conferences and forums to increase the reach of the organisation within key networks.

Tenders, Quotation and Documentation

The Business Development Manager will be required to monitor for relevant tender opportunities and contribute to the development of tender submissions and proposals that relate to active opportunities. Major responsibilities include:

- Identification of suitable opportunities.
- Business case development.
- Client liaison and communication throughout the tender process.
- Assisting with the formulation of tender submissions.

Marketing

- Provide market intelligence and strategic input into organisational positioning.
- Provide input into the development of documentation for business development collateral and support activities.

Reporting

- Develop and implement regular reporting to the General Manager – Solution Services on the status of all Sales activities and revenue targets.
- Manage and maintain the CRM system, ensuring that it is configured to support and report on the sales cycle, pipeline, sales targets (actual vs target).

Quality Management System

The Company is committed to maintaining a Quality Management System. The Quality Management System identifies those activities within the Company's business processes which are critical to the achievement of necessary statutory requirements, internal performance, standards, and customer expectations. Your role supports the principles of quality management, which is to:

- Provide a platform for continuous improvement, compliance and achievement of best practice in developing and managing our services, and
- Capture and improve on our set of core policies, procedures and business support tools that govern the service delivery to our customers, clients and employees.

Information Security Management System

As an organisation that is at the forefront of Information Technology innovation and change, the Company has implemented an Information Security Management System. The purpose of the Information Security Management System is to protect the information assets of the Company against all threats, internal or external, incidental or otherwise by establishing, implementing, executing, monitoring, evaluating, maintaining and improving the Information Security Management System.

All employees are responsible for implementing the Company's security policies and protecting information, and each have an obligation to provide support to the management principles prescribed by the policies and rules.

Selection Criteria

- Demonstrated IT Solution business development experience
- Ability to work to and achieve revenue targets in a strategic manner
- Strong communication skills, both written and verbal
- Understanding of the technology space
- Existing and current network of contacts
- Understanding of the Bombora Technologies business (to be gained)
- Sales drive and results driven