

BUSINESS DEVELOPMENT EXECUTIVE

The iA Institute



ABOUT THE JOB

The iA Institute is a B2B producer of news, content and events for the consumer finance industry. We are looking for a motivated and seasoned Media Business Development Executive to establish new pipelines, build long-term partnerships, and drive long term revenue goals.

Why Choose Us?

We are a small and friendly team. Our culture prioritizes clear communication and candid expectations. We have no appetite or time for office politics. We keep our meetings short and productive and work as a team to set everyone up for success.

You are results motivated and want the recognition, independence, responsibility and potential for growth that comes from demonstrating good work. You want to work with a small team that supports your work, appreciates open communication, clear goals, and affords you the opportunity to influence the way you work.

You are a curious, independent, problem solver who can guide prospects and clients towards the best options to meet their marketing goals.

RESPONSIBILITIES

- Research prospects, generate & qualify leads in the competitive B2B media environment.
- Develop a strategic outreach plan.
- Research and contact leads primarily via email and video conferencing to develop, evaluate, and qualify their needs.
- Develop media plan proposals based on the prospects objectives.
- Educate, enroll, and close new partnerships.
- Follow up and remove obstacles to meet quarterly and year-end revenue targets; Identify challenges throughout the sales process that need to be overcome for a successful commitment.
- Learn and stay current on the nuances of the industry, solutions, and who prospects are looking to target.
- Stay up-to-date on industry trends, industry regulatory changes and the competitive landscape.
- Document business development activities and pipeline using existing enterprise tools/CRM.
- Involve subject matter experts as needed to support the sales process.
- Carry out other assigned duties.

QUALIFICATIONS & EXPERIENCE

- A strong candidate will have experience in online media marketing and a consultative approach to forming and expanding new partnerships.
- Organized, creative, self-motivated, flexible thinker with good listening & presentation skills.
- Demonstrated success in the consultative sales approach.
- Ability to identify and pursue new opportunities.
- Responsible & accountable for meeting revenue targets.
- Able to work independently and in a team environment to achieve results.
- Orientation to problem solving.
- Basic knowledge and comfort with CRM programs and other standard digital sales tracking tools. (Advanced CRM skills would be a plus.)
- Capable of handling inbound/outbound sales interactions via email, video conferencing, and face-to-face meetings.
- Strong written and oral communication skills are essential. You must be able to lead discussions, explore insights, communicate benefits, persuade, conclude and follow up.
- Knowledge of the financial services industry in general, and the asset and credit side of financial services in particular (This job requires in-depth knowledge of the financial services niche, but it's not expected to start with.)
- Experience in media/digital sales.

BENEFITS

- Remote work culture with opportunities to connect with coworkers and clients in person.
- Opportunities for growth, strategic planning and project ownership.
- Work as a part of a small team that values your human-ness.
- Base + Bonus comp structure
- Generous leave policy.
- Medical, Vision, Prescription Drug coverage, Health Savings Account with company contribution.
- 401(k).
- Home office stipend.

INTERESTED? LET'S CHAT!

Please email your resume and cover letter to shelly@theia institute.com. Please use the subject line "Business Development Executive - [your name]".

WWW.THEIAINSTITUTE.COM

