

Eddy Alexander

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Eddy Alexander, an international award-winning, full-service marketing, communications, and growth strategy consulting firm seeks to hire:

Business Development Manager – Higher Education Market

Eddy Alexander's Higher Education Business Development Manager will be primarily responsible for generating and nurturing new business opportunities and market growth across the Higher Education Marketplace.

Eddy Alexander holds active Master Service Agreement (MSA) contracts with multiple top-tier higher education research institutions across the country and is known for delivering best-in-class growth strategy, research, branding, advertising, and public relations solutions to high profile university clients nationwide.

To fully leverage our portfolio of preferred vendor relationships and grow our market position, we seek a full-time business developer to build Eddy Alexander's portfolio through established relationships in and across the higher education institution landscape.

The successful candidate will study market trends and procurement patterns, proactively network, listen closely for emerging client needs, recommend strategic solutions, and develop competitive proposals and industry relationships to effectively meet and support client objectives. The successful candidate will coordinate a variety of campaign events and activities that advance the agency's portfolio, amplify Eddy Alexander's value proposition and grow the firm's reputation with top university brands across the country.

The Business Development Manager will leverage relationships both inside the client organization, inside the agency, and with industry influencers to shape mutually desirable partnerships. They will also hold responsibility for estimating the level of effort required to meet client needs and develop competitive solutions that right size resource plans, budget constraints, and creative teaming to delight clients with high-quality deliverables that produce measurable, meaningful client success.

Position Requirements:

- Remain up-to-date on industry news and proactively help to craft new offerings that meet the moment
- Develop relationships with prospective clients, while enhancing existing client relationships
- Identify potential new clients and complete research on each related individual's role, business, barriers to success, and emerging support needs
- Partner with cross-disciplined agency colleagues and industry-partners to create contract-winning proposals for current and prospective clients

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- Negotiate contract terms with clients and communicate terms to stakeholders
- Earn new task order work assignments under established master service agreements, umbrella contracts, and cooperative purchasing agreements
- Collaborate with design and production teams to ensure proposed solutions are feasible and contracted in such a way that they can be executed on-time, within budget, and as agreed
- Serve as/Become a subject matter expert on and market advocate for Eddy Alexander's offerings, processes and operations
- Prioritize efforts to balance short and long-term agency value

The Successful Candidate will:

- Understand and effectively communicate Eddy Alexander's unique business model, value proposition, and market position
- Showcase an ability to establish and maintain high value, long-term client relationships
- Demonstrate a history of success in a relevant role related to higher education, sales, marketing, advertising, branding or similar
- Maintain the ability to work independently with limited supervision while meeting prescribed KPIs
- Develop and leverage positive working relationships inside and outside the organization
- Open doors for new strategic and creative collaborations
- Contribute to and promote client accolades
- Demonstrate professionalism and strong business acumen
- Quickly apply internal and external feedback to advance agency objectives
- Be inspired and energized by diverse assignments, unique clients, and important client challenges
- Maintain above average interpersonal skills and demonstrate both a pragmatic and positive attitude
- Harbor a bias for simplicity
- Drive towards measurable, meaningful client success
- Exhibit solid computer skills, including working mastery of the Microsoft Office, G-Suite, common CRM systems, and other workplace efficiency tools
- Communicate effectively with a myriad of audiences from executives, to clients, to internal teams
- Sustain excellent communication and presentation skills

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Responsibilities

As a business development manager, you'll be expected to:

- Meet and liaise with target clients regularly to build relationships, discuss business needs, and share agency capabilities
- Identify new and emerging needs to ensure successful delivery of competitive proposals
- Brief internal team on client needs, competitive landscape, and differentiating circumstances
- Work with agency colleagues to develop campaigns that support market growth and promote past performance success
- Present (alongside agency colleagues) campaign recommendations and budget requirements to new and prospective clients
- Write and distribute client and creative briefings
- Collaborate with Account Executives to transition new business relationships to active value-added accounts
- Maintain ongoing communication with active clients to ensure deep, long-term agency relationships
- Communicate work plans and client requirements to the broader account team (Director of Client Success, Account Executive, Research, Editorial, Design, Creative, Digital, and Production Resources as needed)
- Meet with account team regularly to track progress and serve as an informed resource who can help link distinct opportunities across matrixed client organizations
- Ensure that appropriate communication flows freely, effectively, and positively across organizations (Internal and external)
- Help manage client expectations and negotiate contracts
- Maintain CRM database records and provide relationship reports to document the market activity and interactions (including power mapping influencers, decision makers, and value drivers across target organizations)
- Monitor and amplify the effectiveness of recent campaigns and prepare organizational capabilities briefings and activity updates to ensure enterprise-level clients continue to see the value Eddy Alexander is providing
- Present pro-bono trainings and industry updates to promote agency thought leadership, top of mind positioning, and prestige
- Attend conferences and visit campuses as needed
- Arrange and attend frequent prospect and influencer meetings (remote and in-person)
- Make pitches (formal and informal, alone and alongside colleagues) with the aim of securing new business

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- Track and maintain contact engagement, pipeline, and progress in established Customer Relationship Management (CRM) system

Business Development Managers are expected to represent Eddy Alexander brand values through every interaction, provide strategic understanding of the role and value of marketing communication in client advancement, offer advanced knowledge of strategic marketing, and digital, content, and creative production processes in order to suggest ever-more efficient ways to meet client and prospect needs.

They must provide frequent and consistent high-quality outbound and inbound client and prospect communications. They must value and demonstrate personal and professional relationships, lead conversations with data driven insights, keep excellent notes, and oversee file management systems that support the efficient execution of all creative projects and client deliverables.

Ultimately, the business developer serves as agency advocate and effective matchmaker for new business opportunities and long-term mutually beneficial agency relationships.

Educational Requirements:

- Bachelor's degree in Business, Marketing, Advertising, Public Relations, Government Affairs, Psychology, Sociology, Media Arts & Design, Media Studies, Event Management or other similarly relevant fields of study
- Formal Sales and/or Business Development Training (with certificate or credential preferred)

The following strengths are also sought and valued:

- Servant leader philosophy
- Formal project management or sales training
- Creative production experience/exposure
- Data driven analytics and performance reporting experience
- Formal Design Thinking or Systems Thinking Training
- Advanced Academic Degrees

If you have excellent marketing, communication, and social skills, project coordination experience, and the ability to work well with a variety of diverse stakeholders, the energy to contribute proactively to an award-winning, high-growth firm, please submit a formal resume and cover letter detailing your interest and relevant background to info@eddvalexander.com.

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* Please put “Business Development Manager - Higher Education Market” in the subject line.