

Synapsys Digital is a consulting company specialized in Digital Marketing and we are based in Kuala Lumpur. We provide expertise to help our clients develop and secure their digital strategy through a diversity of services, including Data Management, Web Publishing, Emailing campaigns, Paid Advertising and Search Engine Optimization. Created in 2018, Synapsys Digital has a unique corporate culture being a Malaysian company with a French management. With over 20 marketing specialists employed since its launch, the company is steadily growing thanks to the trust clients have been putting in us.

We are looking for an ambitious and organized Business Development Manager to join our team. As the Business Development manager, you will be in charge of designing business strategies and managing all day-to-day operations to guarantee company efficiency. You will also be responsible for increasing productivity, inspiring, and motivating junior team members.

Your duties and responsibilities will be as follow:

The Business Development Manager is responsible for planning, direction, and execution of new business development across Synapsys Digital, to develop and grow 'new client' revenue in accordance with targets.

You'll be in charge of identifying new growth opportunities and targeted prospects, as well as cultivating current customer relationships to expand commercial opportunities. It is also to be a driving force for innovation within the Synapsys, directing the thinking, education and growth of the sales team at Synapsys.

Duties and Responsibilities

- Assess and nurture new business opportunities with a strong revenue target in mind
- Develop the new business strategy and pipeline with recommended marketing activity ensuring that the pipeline is in line with the Synapsys Digital's goals and revenue targets.
- Lead the response to brief and pitching; lead and support the pitch teams.
- Develop strategies with fresh initiatives to meet the Synapsys Digital's revenue goal.
- Work with the Sales team to identify new opportunities within existing client business or contacts. Maintain strong and prosperous working relationships with key clients.
- Manage existing Sales Team to train and develop and increase their productivity
- Oversee day-to-day sales, monitoring and forecasting to better understand the market
- Establish sales targets and assign sales quotas to sales team
- Stay up to date on current market trends
- Collaborate with other departments within the company to ensure sales and marketing goals are achieved
- Gather, investigate and summarize data and trends to provide accurate information through reports and presentations to management
- To prepare weekly reporting and presenting to the management
- Oversee the interviewing, hiring and training of sales and marketing recruits
- Relevant understanding about the digital marketing industry and advertising agencies and the marketing pricing on the products and services.

Requirements

- Bachelor's Degree in business, business management or other related fields
- At least 6 years' experience in Sales and Marketing in marketing agency

Business Development Manager

- At least 3 years' experience in a management position
- Experience in digital marketing industry
- Outstanding leadership abilities
- Strong analytical and organizational skills
- Ability to work under pressure
- Excellent written and verbal communication, presentation and negotiation skills

Why join us?

- Opportunities for growth and advancement in the digital marketing industry awaits successful candidates
- A Creative, Innovative and Highly motivated work environment
- Energetic, passionate, and vibrant work culture

If interested, please send your email to: aalbert@synapsys-digital.com

Or you can apply directly at: <https://www.linkedin.com/company/synapsys-asia/jobs>