



Programs & Business Development Lead – Job Description

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| Job Title | Programs & Business Development Lead |
| Reporting To | Business Development Executive |
| Job Type | Full Time |
| Job Responsibilities: | |
| <u>Market Research and Planning</u> | |
| <ul style="list-style-type: none">● Conducts extensive market research in order to ensure the best brand positioning .● Keep track of competitors' product developments and marketing strategies.● Identify purchase patterns and emerging trends.● Work with management to develop short- and long-term business development and sales plans, collaborating on planning, and forecasting.● Create and maintain database and pipeline of prospect clients, partners and sponsors; maintain a database of prospective client and sponsors information● Give recommendations on commercial planning, pricing and designing of new products. | |
| <u>Generating Leads & Outreach</u> | |
| <ul style="list-style-type: none">● Identify, qualify, and secure business opportunities; coordinate business generation activities; develop customized targeted sales and sponsorship strategies.● Meet all quotas for cold, active, inactive calls, appointments, and meetings to potential clients/sponsors while also utilizing Utilize networking, and warm leads to ensure building strategic long-lasting relationships.● Assist in creating go-to-market plans, drive expansion opportunities, grow and close sales, secure grants/funds and work with the client/sponsor through the closing process. Build business relationships with current and potential clients, and sponsors to meet/exceed annual targets.● Understand client and sponsor needs and offer solutions and support, answering potential client questions and follow-up call questions until closure.● Create informative presentations; present and deliver information to potential clients at client meetings, industry exhibits, trade shows, and conferences● Organize/map/attend conferences, trade shows, industry events, etc. | |
| <u>Proposal Writing and Follow ups:</u> | |
| <ul style="list-style-type: none">● Prepare winning clients quotations, concept notes, and fundraising/corporate proposals.● Directly manage the development of high-value proposals or bids, and together with the operations team ensure the delivery of high quality projects.● Draft key sections of proposals that are standard inputs, while drawing on the expertise of the content department. | |
| <u>Database and Data analysis:</u> | |
| <ul style="list-style-type: none">● Analyze the current business processes of the company.● Responsible for the financial analysis in terms of reconciliations, sales and profit prediction reports, efforts, number of deals produced through every channel, sales pipeline, etc., which reflects the current revenue, gross and net profit against targets.● Keep records of sales, revenue, profits, invoices etc. | |



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| Sponsorship: <ul style="list-style-type: none">● Research markets to identify new sponsorship opportunities.● Liaising with Sponsors to ascertain their precise needs and requirements.● Target objectives include increasing sponsorship sales and licensing deals in order to meet the overall business objectives● Implement a sponsorship benefit plan & budget to achieve objectives.● Sponsor prospecting, proposal customization and presentation, contract revision and servicing, sponsor follow-up, and support, trade shows development.● Ensure in alignment with the Operation team that all agreed sponsorship activities are met. | |
| Skills & Competencies: | |
| <ul style="list-style-type: none">● Ownership & Commitment: The willingness to put the organization's goals as a priority and achieve excellence by taking personal responsibility for the quality and timeliness of work commitments.● Agility: Demonstrating positive attitude and quickly adapting one's approach to changes in business environment, processes and structure.● Result Oriented: Focusing on achieving results consistent with the organization's objectives and resolving problems to accomplish tasks smoothly.● Communication: Expressing and transmitting information with consistency and clarity, using active listening techniques in order to foster open communication. | |
| Job Requirements: | |
| <ul style="list-style-type: none">● Bachelor's Degree;● 3 -5 of work related experience. previous fundraising and sales with knowledge of the sales process from initiation to close.● Experience working with INGOs and the private sector with lead generation, fundraising and prospect management.● Experience in the start-up ecosystem in Egypt is preferred. | |
| Working Hours | 8 hours/day – 22 day |
| Environmental Conditions: | 50% Indoor – 50% Outdoor |
| Location | El Rehla Office – Downtown |