



POSITION: Business Development Manager

LOCATION: Austin, TX

Dialog is a strategic, marketing firm based in Austin, Texas. We work with some of the leading brands in technology and health care to accelerate their growth in key markets. Our emphasis is deeply and creatively understanding a client's business to uncover disruptive solutions that truly drive business results. We specialize in delivering marketing strategy, program execution and performance management based on actionable customer, organization and market insights derived during our proven discovery approach - Radical Clarity™. With an open approach, Dialog brings open ideas to your organization and new insights that our business naturally fosters. The contemporary marketing landscape demands both an aggressive pace and highly creative minds. This is the power of Dialog.

Dialog is seeking a Business Development Manager to develop and lead our business development process. Ideal candidates will have extensive experience in sales and marketing with either a marketing consultancy or advertising agency. A blend of client-side and marketing services lineage as well as public sector (education, healthcare, government) experience are preferred. This position is located at our headquarters in Austin, Texas.

Responsibilities:

- Provide leadership and direction in building a systematic front end process. CRM platform. Content needs. Lead nurture process etc.
- Actively manage the lead nurturing process. Engage with potential clients who have interacted in some way with our offerings. Engage in outbounding against targeted decision-makers. Be successful at getting to first meeting. It is not necessary to be good at closing
- Engage with Executive level decision-makers on service offerings that address business needs. Assist in the proposal development process and manage sales cycle. Skilled at listening to client's needs and thinking through the appropriate potential solution or people to involve to solve the problem
- Provide "voice of the market" feedback on content and service offering creation that will best drive business development funnel

- Contribute to the growth and evolution of Dialog outside of day-to-day program responsibilities

Preferred Experience:

- Will have a proven track record of acquisition selling. Comfortable leveraging inbound interest and making outbound calls. Will ideally have experience selling marketing services for an advertising agency
- We have a range of potential markets including technology, health care, and SMB. Experience level can vary but a minimum of two years selling B to B services or technology is required. Marketing background a huge plus
- Will have a passion for building a great company that is pioneering the future of work.
- High-tech marketing experience preferred
- Experienced in interactive marketing and knowledgeable of best practices across marketing communications disciplines (traditional, digital, new media)
- Highly organized, self-motivated, critical thinker with rigorous attention to detail required
- Experience working for or in service to a major technology manufacturer strongly preferred
- Experience working for a marketing services firm or digital agency preferred
- Healthcare and/or Education sector marketing experience a plus
- Must be proficient in negotiating best outcomes & setting expectations among clients/stakeholders
- Outstanding written and verbal communications skills

PLEASE SEND ALL INQUIRES TO: JOBS@DIALOGGRP.COM OR VISIT WWW.DIALOGGROUP.COM