

## Job specification and description – Business Development Officer

<b>JOB TITLE:</b>	Business Development Officer
<b>2. DEPARTMENT:</b>	Business Development
<b>3. LOCATION:</b>	Flat 15, Exhibition Site Sophia
<b>4. CLASSIFICATION:</b>	Administrative
<b>5. SALARY SCALE:</b>	BS 15
<b>6. EMPLOYMENT TYPE:</b>	Full-Time Permanent
<b>7. FUNCTIONAL CONTACTS (internal and external)</b>	Technical Departments, Corporate Communications and Marketing
<b>8. REPORTS TO</b>	Head, Business Development
<b>9. JD APPROVED</b>	Head, Human Resources

### 10. JOB PURPOSE SUMMARY

Under the supervision of the Head, Business Development, the Business Development Officer will be responsible for the support of generating and closing deals for the enhancement of the GNBS products and services offered.

### 11. FINAL OUTPUT

- New markets identified
- Contracts signed

### 12. KEY PERFORMANCE INDICATORS

- Number of new market opportunities identified
- Number of Contracts signed

### **13. JOB DUTIES AND RESPONSIBILITIES**

- Analyse sales reports, and provide strategies to trim overhead and increase profit
- Identify new market opportunities via market research and initiate contact
- Create proposals for existing clients to improve their business utilizing agency services
- Generate sales presentations
- Engage in market research in order to identify new opportunities for business
- Explain to potential customers about the various benefits offered by GNBS products or services; following up to close business deals
- Participate in forums related to the industry; conferences and client discussions. In other words, act as a representative of the GNBS
- Maintain growth positively in your market area
- Respond to all issues with prompt attention
- Travel to destinations to best facilitate transactions or training

### **14. MINIMUM REQUIREMENTS**

Degree in Public Management or Business Administration  
**OR**  
Served for at least two (02) years in Management capacity

### **15. SPECIFIC SKILLS & KNOWLEDGE REQUIRED**

- Project Skills: Ability to manage projects effectively with developed goals and procedures for its implementation
- Networking Skills: He/ she should have the ability to build and maintain relationships and contacts in and outside the company
- Marketing Skills: The officer in charge of business development should be able to pitch to clients on company's new and available goods and services

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- Possess effective communication skills to interact with diverse groups of people both in writing and in speaking without getting misunderstood
- Good negotiation skills: the ability to dialogue with clients and arrive for a mutually beneficial outcome is important to the work of business development officers
- Planning Skills: The officer should have the ability to plan for a project and follow it up to its completion
- Possession of people skills: He/ she should have the ability to effectively cope with colleagues and clients and move them towards accomplishing certain tasks and goals
- He/ she must be willing and able to pay attention to details
- A familiarity with the Microsoft Office Suite

## **12. VALUES AND ATTRIBUTES**

- Provides positive image of the GNBS.
- Reliability, Honesty and Trustworthiness
- Excellent communication and interpersonal skills
- Ability to exercise diplomacy and maintain composure in difficult situations.
- Demonstrates ethical and professional conduct.
- High levels of confidentiality

## **12. SPECIAL CONDITIONS OF THE JOB**

- May be required to work during the lunch interval and on weekends
- Must be prepared to travel outside of Georgetown to other branches of GNBS
- Numerous high priority and business critical deadlines
- Full-time position Monday to Thursday with hours of work 08:00h to 16:30h and Friday 08:00h – 15:30h. Flexible lunch hour between the hours of 11:00h to 14:00h.
- Required to work beyond normal working hours/days to meet deadlines and deliverables
- Occasional local travel may be required
- The post of transferable

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