

# Job Description



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## BD Associate

Reporting to: Business Development & Strategic Support Assistant Manager  
Department: Marketing, Business Development and Strategic Support Department  
Division: Operations

### MAJOR RESPONSIBILITIES

1. Assist with lead generation through market research, searching for and attending networking events, cold calling, and connecting with top executives, procurement, facilities management, and construction team personnel.
2. Maintain all existing databases for Business Development, such as the monthly and weekly dashboard, customer database, ops management, billing tracker, and other relevant systems.
3. Coordinate and track all business development activities, including follow-ups, meetings, and proposals, to ensure timely and efficient execution.
4. Assist on the preparation, delivery, and minutes of pitches.
5. Help in monitoring the validity of common accreditation documents and the accreditation status on the client's third-party platforms.
6. Develop and maintain relationships with current dealers, clients, and other stakeholders through check ins and timely escalation of their concerns and issues.
7. Provide administrative and technical assistance as requested.

### QUALIFICATION AND COMPETENCY REQUIREMENTS

#### MINIMUM EDUCATION and EXPERIENCE

1. Graduate of any business-related course
2. With at least 3 years of experience in Sales, Business Development or in any similar roles

#### KNOWLEDGE, SKILLS, and ATTRIBUTES

##### **Knowledge**

1. A strong grasp of the industry, market trends, and competitors is essential to identify opportunities and create effective strategies.
2. Understanding lead process, lead generation, and marketing strategies.
3. Familiarity with negotiation tactics and deal structuring is important for closing successful business deals.
4. Basic understanding of financial concepts, such as pricing, margins, and ROI, is crucial for evaluating potential business ventures.
5. Developing a strong professional network can help in building relationships and generating new business leads.

##### **Skills**

1. Excellent English verbal and written communication skills are essential for presenting ideas, negotiating, and building relationships with clients and stakeholders.
2. The ability to analyze data, market trends, and sales metrics to make informed decisions and recommendations.
3. Effective time management skills to prioritize tasks, manage multiple leads, and meet deadlines.
4. The ability to create compelling presentations and deliver them confidently to clients or internal stakeholders.

##### **Attributes**

1. Proactively seeking out new opportunities and taking ownership of business development initiatives.
2. A self-assured demeanor that instills trust and credibility with clients and partners.
3. Willingness to adapt to changing market conditions and adjust strategies accordingly.
4. The ability to establish and nurture strong relationships with clients, partners, and colleagues.
5. Collaboration with cross-functional teams, such as marketing and sales, to achieve common business objectives.