

## **Business Development Coordinator**

Role: Marketing and Inside Sales Representative

Reporting to: Owner

Job Location: Gainesville, FL (can be virtual with right fit)

Full time or Part Time

***Note: This position may be considered as an entry point toward a career path in political consulting or outside sales. Non-Disclosure is required.***

### **Overview**

The inside BDC will develop and implement marketing plans to develop all lines of business. They will develop new prospects and interact with current customers to increase interest and schedule sales leads for outside sales and management. He/She will have a keen understanding of Ozean's product offerings and the ability to communicate our value to potential customers.

### **Primary Responsibilities**

Champion marketing campaigns. From offer development, to research, to prospect list generation, to campaign implementation.

Use telephone, email, and marketing automation software to produce leads and schedule appointments for outside sales and management.

Contact vendors and solicit referrals.

Contact past clients and solicit referrals.

Complete and submit daily activity reports.

Meet daily, weekly, and monthly phone and email communication goals in accordance with strategic plan, developed jointly with management.

### **Required Experiences / Qualifications**

Ability to comprehend the Ozean offerings and to communicate our value proposition to prospects

Knowledge of commonly used concepts, practices, policies, and procedures within the political consulting industry.

Must interact effectively with all levels of management and staff, internally and externally

Must be accountable, professional, courteous, and motivated, and must work well individually or as a member of a team

Excellent presentation skills, verbal and written communication skills, and interpersonal skills

Excellent computer skills, Proficient in Microsoft Office products (Word, Excel, Powerpoint)

Experience in lead nurturing, lead generation, and appointment setting

Understanding of the sales cycle, with the ability to close smaller deals

Strong Internet research skills required

Proficient in Mautic Software and Podio

Highly organized and attentive to detail

Self-starting with solid follow-through

Ability to handle a fast-paced environment and challenging workload

Highly motivated with a strong desire to succeed

Relies on experience and judgment to plan and accomplish goals

### **Preferred Experience**

2-5 years of experience in a similar role, with sales track record

Bachelor's degree or equivalent, preferably in related field

At Ozean, we hire great people and are building a high-performing team and dynamic company culture around a shared vision and values.

### **Our Purpose:**

- *Navigate to Victory – even the hard ones.*

### **Our Mission:**

- Ozean Media will understand and shape political environments to achieve and maintain victory for trade associations, conservative causes, conservative ballot initiatives, and Republican candidates.
- We will maximize talent, relationships, partnerships, and technology; we will not tolerate waste in any area so that we can reinvest in and grow our company.
- We will be recognized experts in our field and we will improve constantly.

### **Our Values:**

- *Loyal, Honest and Candid, Discrete, Data Driven, Accountable, Focused, Independent, Growth Orientated*

You can read more at: <http://ozeanmedia.com/about/>