

Business Development Director

The Business Development Director at DeSantis Breindel has the opportunity to lead, create, collaborate—and effect real change. With a wide-reaching purview, you'll brainstorm, implement, and optimize business development initiatives that build the firm's visibility and increase the pipeline of qualified leads.

We're looking for a polymath who cares as much about new biz strategy as they do about storytelling. A thinker who can dive into research but also network naturally and communicate clearly. An experienced branding agency marketer with the ability to connect ideas—and to connect people and build relationships.

What you'll do:

- **Strategy:** Work closely with agency leadership to set the strategic vision for business development by researching, identifying, and prioritizing target markets and companies
- **Outreach:** Conduct strategic outreach to high-priority prospects and lapsed clients through personalized mailings, email campaigns, channel partners, and more
- **Networking:** Get to know industry movers and shakers through associations, events, networking groups and trade shows in our target vertical markets.
- **Promotion:** Pitch agency leadership for speaking engagements, thought leadership opportunities, participation in discussion panels and committees, joint research initiatives, etc.
- **Content:** Identify opportunities to improve and evolve the firm's content and its distribution, including ideation for high-value proprietary content such as studies, surveys, etc.

What we're looking for

- BA in marketing, communications, liberal arts or related fields
- 8+ years' experience working in business development/marketing for a branding, advertising, creative, or professional services firm
- Passion and knowledge about B2B branding and marketing
- Strong interpersonal and networking skills

- Desk research skills and a drive to stay on top of market news and trends
- Proven storytelling, messaging, and writing skills

About DeSantis Breindel

We're a leading independent B2B branding and marketing agency, a dynamic team of strategists and designers, filmmakers and programmers, doers and game-changers. We believe that B2B brands should drive transformation, and we work together with our clients to build brands and experiences that engage clients, influence prospects, rally employees, and inspire investors. From our base in New York City, we collaborate with clients around the world to turn critical inflection points into platforms for opportunity.

To apply, please send your cover letter and resume to hr@desantisbreindel.com.