

VICE PRESIDENT OF CLIENT DEVELOPMENT

Next Marketing | Atlanta, GA





Next Marketing

**We Bring Brands
To Life**

Next Marketing is an independent, award-winning marketing services agency based in Atlanta, GA. Since 1993, we've created experiential campaigns for some of the world's best-known brands, and recently, we responded to the broader needs of a changing market by adding sponsorship consulting to our growing list of capabilities.

We Bring Brand Stories to Life. From supermarkets to Super Bowls, our experiential team creates live and virtual experiences that drive performance for a wide variety of clients of all sizes and scopes to execute performance-driven campaigns rooted in emotion and built on insights. Our experiential solutions are as diverse as our people; we're proud of that. We Help brands find their creative voice. From concept to production, our creative service professionals become an extension of a company's marketing team and turn dreams into reality. From one project to comprehensive campaigns, our designs have a long-lasting impact.

We Harness Passion into Performance. Sponsorship Consulting services focus on working with brands to optimize their sponsorship investments in sports and entertainment. Next helps brands identify sponsorship investments, negotiate partnerships, develop and implement activation plans and measure the success of the programming. Attention. Advocacy. Action. Is what we deliver for the client partners who trust Next Marketing. Explore our case studies [here](#).

[Experiential](#) [Sponsorship](#)

Why Next?

- Experience: At 30 years young, we're established, sharp, and just hitting our stride.
- Independence: We think without fear, partner precisely, and act fast. Because we can.
- Structure: We are nimble, flexible, and quick to market. We knock down roadblocks that others put in the way of success.
- Solutions: Each of our solutions are designed to move the needles that move your business. Our only objective is to help you achieve yours.
- Diversity: The audiences we reach span a broad spectrum of diversity, as do the people on our team.
- Performance: We balance art and science to reach outcomes with greater speed and results.
 - Concept & Design
 - Management & Execution
 - Measurement & Analytics
 - Strategy Development



POSITION SUMMARY

The Vice President of Client Development will work closely with the executive team to develop and execute comprehensive revenue plans, drive business growth, and ensure the achievement of financial targets. The ideal candidate will have a proven track record in business development, sales strategy, and brand marketing within the marketing or advertising industry. The candidate will need to be able to generate and cultivate leads and present opportunities internally. Once the client is secured, the individual will be responsible for managing the client relationship.

Location: Based in Atlanta, potential for remote.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Strategic Planning and Execution
 - Develop and implement strategic business development and outreach plans to achieve company objectives.
 - Identify and evaluate new market opportunities, trends, potential partnerships, and sponsorship programs.
 - Establish long-term goals and objectives to drive growth and expansion, including consulting services.
- Market Analysis and Research
 - Conduct thorough market analysis to identify potential areas for growth and competitive positioning.
 - Monitor industry trends, competitor activities, and sponsorship landscapes to inform strategic decisions.
 - Evaluate customer needs and market demands to develop tailored business solutions, including consulting engagements.
- Partnership, Consulting, and Relationship Building
 - Cultivate and maintain relationships with key stakeholders, including clients, partners, sponsors, and industry leaders.
 - Negotiate and finalize strategic alliances, joint ventures, sponsorship agreements, and consulting contracts.
 - Represent the company at industry events, conferences, and meetings to enhance brand visibility and credibility.
- Sales and Revenue Growth
 - Drive the sales strategy to achieve revenue targets and business objectives.
 - Manage the sales pipeline, ensuring a consistent flow of new business opportunities, consulting projects, and sponsorship deals.
 - Develop and implement sales processes and methodologies to optimize performance and efficiency.
- Financial Management
 - Prepare and manage the business development budget, ensuring cost-effective use of resources.
 - Analyze financial reports and metrics to track progress and make data-driven decisions.
 - Collaborate with the finance team to forecast revenue and manage financial risks.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Product Development, Innovation, and Service Offerings
 - Work closely with client services and product development teams to align new offerings with market needs and opportunities.
 - Drive innovation initiatives to create competitive advantages and unique value propositions.
 - Develop consulting services, sponsorship programs, and experiential activations to meet client needs and market demands.
 - Provide feedback and insights to improve product features and performance.
- Operational Oversight
 - Oversee the operational aspects of business development initiatives, including consulting projects and sponsorship programs.
 - Ensure compliance with company policies, industry regulations, and legal requirements.
 - Implement effective processes and systems to streamline operations and improve productivity.
- Reporting and Communication
 - Prepare regular reports and presentations for the executive team.
 - Communicate progress, challenges, and opportunities to stakeholders effectively.
 - Ensure transparency and accountability in all business development activities.
- Customer Focus and Satisfaction
 - Prioritize customer satisfaction by understanding and addressing their needs and concerns.
 - Implement customer feedback mechanisms to continuously improve service delivery.
 - Develop strategies to enhance customer loyalty, retention, and expansion through experiential marketing, consulting services, and sponsorship programs.
- Future Team Leadership and Development
 - Develop a vision for growing a business development team as the company expands.
 - Establish processes and frameworks for future team management and performance measurement.

QUALIFICATIONS

- A bachelor's degree in business administration, marketing, or a related field, as well as an MBA or advanced degree, is preferred.
- Proven experience in a senior business development or sales leadership role.
- Strong strategic thinking and problem-solving skills.
- Excellent relationship-building and superior consultative selling skills.
- Exceptional communication and interpersonal skills.
- Demonstrated ability to drive revenue growth and achieve sales targets.
- Experience in developing and managing experiential events, consulting services, and sponsorship programs.
- In-depth knowledge of market research, analysis, and competitive intelligence.
- Proficiency in financial management and budgeting.
- The ability to travel as needed.

KEY CHARACTERISTICS

- Entrepreneurial mindset
- Sales experience in Experiential Marketing: an industry practitioner who understands client management, marketing, and agency experience.
- Consultative approach with a drive to get business done.
- Trusted Advisor
- Competitive
- Self Motivated
- Goal Oriented
- Doer Mentality
- Team Player
- Results Driven
- Excellent Writing Skills
- Outstanding Presentation Skills
- ABC Mindset

TOP PRIORITIES

- Build outreach strategy and plan.
- Assess and secure the tools needed to be successful.
- Understand the agency and the existing clients.
- Activate the outreach strategy.
- Create a calendar with targeted shows, industry events, and client events.
- Research and identify new target customers.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.

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