



## **Business Development Executive**

### **Job Description**

#### **Company Overview**

Started in Techno Park, Trivandrum in 2012, Prayan has a clear focus on changing animation trends time to time. Prayan is a multidisciplinary multimedia animation solutions company delivering the best in animation and design solutions. As the best 2D animation company in India, our philosophy is to channelize the creativity of a multi-faceted team of creators and designers, driven by the power of imagination and technology, and bring out the best results beyond the expectations of our clients

#### **Roles & Responsibilities**

- Identify potential clients in the target market and complete appropriate research on the prospective client's business
- Procuring new clients through direct contact, word-of-mouth, and collaboration with the marketing department.
- Develop relationships with prospective clients, while maintaining existing client relationships
- Holding presentations and demonstrations for potential clients
- Attend meetings to interact with existing and new clients
- Partner **with** the team to develop contract-winning proposals for current and prospective clients
- Collaborate **with production** teams to ensure contracted projects are executed on-time and as agreed
- Become a subject matter expert on our business, processes and operations, and remain up-to-date on industry news
- Developing and **executing marketing plans to meet** and exceed monthly and quarterly **goals**
- Meet **marketing targets and KPIs on a weekly** and monthly basis.
- Identifying new revenue opportunities
- Developing and executing marketing strategies to grow business
- Maintaining **and updating** marketing and business development documentation

- Support the team with other responsibilities as required

#### **Qualifications and skills**

- MBA in marketing or equivalent with min 2 years of work experience in related field
- Demonstrated achievement in B2B sales
- Excellent verbal and written communication skills, including facilitation of group presentations
- Proficiency in Microsoft Office applications, including Outlook, Word, Excel, PowerPoint and Access and industry-specific analysis software. Knowledge of any project management tool is an added advantage.
- Basic understanding of the industry, with the ability to become a subject matter expert on the job
- Innovation and problem-solving skills that include the ability to develop and propose equipment-based solutions for clients