

POSITION DESCRIPTION

TITLE:	Business Development Manager
COMPANY:	Research & Marketing Strategies, Inc. (RMS)
DIVISION:	Business Development & Communications Division
REPORTS TO:	President
ORIGINATION DATE:	April 2025
LOCATION:	Baldwinsville, New York
SALARY:	\$70,000 plus Incentive Program

SUMMARY OF PRIMARY RESPONSIBILITIES

We are looking for a well-organized, dynamic and results-driven team member to lead our existing and new client business growth efforts. The individual in this position will identify new business opportunities, implement marketing strategies and secure new business for our national marketing research firm. The Business Development Manager will proactively implement ongoing prospecting activities, present the company's capabilities to interested organizations, and secure new business, contributing to the company's short and long-term growth strategies, while being responsive to time-driven opportunities. The specific work will involve preparing marketing campaigns and presentations, promoting RMS' healthcare and research capabilities, managing the company's customer relationship management (CRM) software database, meeting and exceeding new business quotas, building strong relationships with clients and interested prospects, and representing the company at networking events, conferences and industry functions. This person will collaborate with key internal RMS departments to coordinate marketing efforts and securing new work within the organization's operational capacity limits. The person in this position must demonstrate excellent communication and sales skills, attention to detail, and the ability to work independently managing multiple opportunities, project proposals and activities simultaneously. Most importantly, it is essential that this team member masters an understanding of all lines of RMS business to effectively partner with each department's key staff to develop and execute various unique marketing strategies.

KEY DUTIES AND RESPONSIBILITIES

1. Identify, qualify, and secure new market research and healthcare consulting business opportunities through focused, customized consultative approaches and strategies, explaining how RMS can meet and exceed the prospect's research needs.
2. Document all prospecting and sales activities using the company's CRM software package, ACT!.
3. Prepare comprehensive market research and/or healthcare consulting proposals for new opportunities, summarizing the scope of engagement that RMS will have with a particular client.
4. Manage the prospecting process from inquiry to proposal to contract closure, handling communication responses to the prospect's inquiries and providing examples of similar work and references as needed.
5. Attend local networking events, conferences, and participate in industry specific activities to build contact relationships and present the company's capabilities.
6. Monitor and report on business development activities, reporting production metrics at regularly scheduled meetings and in a department dashboard format.
7. Analyze the competition and market trends, sharing findings and insights with the company leadership. Participating in ongoing activities tied to strategic planning and improving the business development process.
8. Assist with the development of marketing collateral material development, corporate product presentations, and implementation of online marketing campaign, working with the Marketing Communications Coordinator.

Business Development Manager Job Description

9. Professionally interacts with RMS clients and prospects as requested, assisting with helping connect these individuals to the proper RMS designated staff.
10. Attends and actively participates in all internal meetings, as required.
11. Maintains strict adherence to corporate code of conduct, confidentiality and HIPAA compliance policies, and supports the company's mission and values,
12. Supports team members with project-based work and other duties as assigned.

MINIMUM POSITION REQUIREMENTS

- ❖ Bachelor's degree in business administration, Marketing Sales, or related field. (MBA is a plus).
- ❖ A minimum of three years' proven experience in business development, sales or a similar role (health care industry knowledge is a plus).
- ❖ Strong understanding of sales principles, market research methods and CRM systems.
- ❖ Requires excellent troubleshooting and decision-making skills, self-motivation and the use of sound judgment and discretion, particularly with confidential data.
- ❖ Excellent verbal and written communication skills, with attention to detail.
- ❖ Strong working knowledge of Microsoft® Office (Word, Excel, Power Point), CRM software, and LinkedIn.
- ❖ Ability to work independently and follow through on own initiative is essential.
- ❖ Ability to manage multiple priorities, with frequent time constraints required.
- ❖ Demonstrated ability to meet and exceed deadlines.

Work Environment:

- ❖ Full-time position.
- ❖ Hybrid work environment availability, following an initial required on-site training process.
- ❖ Travel will be required for client meetings, conferences, and networking events.

PHYSICAL REQUIREMENTS

Physical	5% *
Ambulatory	10%
Sedentary	85%
Computer Work	75%
Travel	minimal currently – local within Central New York

This position requires access to patient Protected Health Information (PHI) and will also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Intentional or inadvertent disclosure of PHI or ePHI violates federal law and can result in termination and/or fines. Additionally, employees in this position are required to notify the Privacy and/or Security Officer of any suspected incidents whereby RMS is not in full compliance with HIPAA. RMS will provide HIPAA training opportunities and venues for the employee to remain abreast of HIPAA requirements.

To apply, please submit a resume, salary history and cover letter to the following:

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Or via e-mail to: Info@rmsresults.com