

Business Development Manager Mexico

Company Information

The Insiders Latin America is a young and dynamic marketing and communication company, which is specialized in Word-Of-Mouth (WoM) marketing: a new and fast growing marketing medium.

Via the Online community, we active and invite consumers (Ambassadors) to participate in WoM campaigns. During these campaigns, the consumers can test, evaluate and share their experience with friends or family. By using these techniques, this improves the brand awareness and also provides some consumer insights that are useful for our customers.

The company is active in Europe (Belgium, Switzerland, Spain, Italy, Germany) and Latin America (Colombia, Brasil – São Paulo) and it has run already several campaigns for customers such as Procter&Gamle, Unilever, Henkel, Nestlé, etc.

Job Description

For our Mexican office, we are looking for a motivated Business Development Manager (FMCG), to expand our activities. The most important task is pioneering with passion! In this role, you're in daily contact with marketers and media agencies, and convince to implement Advocacy into the marketing-mix, by showing the attractive new way of advertising 'with' consumers, not 'at' consumers.

The task description includes:

- Business Development (Hunting): getting contacts & meetings, achieving a first conversation about WoM, actively discussing the media-mix opportunities with prospects and acquiring new clients. With your expertise you can present the advantages of this marketing-tool and are able to close the campaign-deal.
- Farming: Actively support existing clients in order to guarantee a continuous added value of WoM in the marketing-mix.
- Concepting: Define new growth opportunities, facilitating the Campaign Manager and the team to ensure the carefully planned campaign-process.

Desired Skills and Expertise

- You have a 'Master' degree combined with 5-7 years of relevant experience in Sales, Communication and/or (FMCG) Marketing.
- You are an experienced networker who is capable of opening doors in a professional manner.
- You have a commercial feeling with a strong independency level and stability.
- The entrepreneurial environment and the dynamics of a strong-growing company gives you the energy and passion to participate in the pioneering role of the company.
- You're interested in picking up a pioneering-role to point marketers towards an attractive "back to basics" marketing-technique.