

# Business Development Manager - Marketing NEW YORK (m/f)(FMCG)

## Responsibilities

As Business Development Manager – Marketing (FMCG), you're paving the way each day for the growth of Word of Mouth marketing. The most important task is pioneering with passion! This means attracting new clients by convincing them to integrate Word of Mouth in their marketing-mix. This includes:

- **Hunting:** 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.

## Essential & desirable skills

- You have a 'Master' degree combined with 5-7 years of relevant experience in (FMCG) Marketing and Business Development.
- 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.

## Company

The Insiders (The Grapevine) is an internationally well-known marketing - communication agency, specialized in Word of Mouth marketing. Word of Mouth (WoM) can be planned and measured, and this makes it a fast growing new medium for marketers.

Exciting WoM-campaigns are set up through the 'Insiders' community ([www.theinsiders.eu](http://www.theinsiders.eu), [www.theinsidersnet.com](http://www.theinsidersnet.com)). Insiders develop their honest opinion based on a well-informed and exciting product experience, which is shared with their friends and colleagues. Next to the fact that interesting insights are collected, they also achieve a faster awareness and influence barriers such as relevance, superiority and credibility.

The company is active in Europe, Switzerland, UK, Latin–America and Canada. Many A-brand labels have been using our Insiders community, such as Nestlé, Sara Lee, Sony, Diageo, Eurostar, Johnson&Johnson, Philips, Henkel, etc.

To support our growing network and boost Word of Mouth marketing, we're looking for a talented and pro-active Business Development Manager for New York.

**The Insiders offer:**

- A revolutionary marketing-medium in full expansion, with strong personal impact in business and dynamic entrepreneurship
- A broad function with a lot of variety, acting in many different sectors and a clear responsibility
- An attractive, competitive salary
- Always the first to get to know and try out the newest products.