



Job description – Business Development officer

Support is required for a small but growing business involved in marketing and business development.

The candidate must have a demonstrable track record of:

- Working to KPI's including sales emails, sales calls, visits to existing and potential clients
- Success in converting leads to orders
- Working to a defined sales strategy for new business development
- Using online marketing tools to assist in lead generation, notably LinkedIn

Specific skill requirements for the role include:

- Using LinkedIn Sales Navigator for identifying and building relationships with potential clients
- Updating and creating Wordpress pages on websites; ensuring SEO is established, improved and maintained for pages when updated
- Implementing and conducting online communication campaigns, to include:
 - Creating e-marketing campaigns from Mailchimp and similar software.
 - Developing and conducting Social media campaigns for clients - understanding of Twitter, Facebook, LinkedIn and other social media platforms required, along with amalgamating software such as Hootsuite
 - Graphic design for print and online advertising - notably www.canva.com skills
- Related Marketing Activities
- Conducting general office administrative and front-of-house tasks as required in a small but busy office environment

Outstanding candidates with skills in only a subset of these requirements will be considered and training will be provided.

Person requirements

We are looking for someone who is keen to develop in a small but growing business. As well as possessing the skillsets in the description we are looking for people who can:

- Liaise with clients professionally and courteously
- Is comfortable working with a geographically spread team through email, IM, video calls
- Understand the importance of deadlines and works diligently to meet them
- Demonstrate consummate written and spoken English
- Track record of client relationship building

The successful candidate will also be expected to provide office administrative and front-of-house support to our sister company which is co-located.

Qualifications



- Degree / degree caliber
- Formal sales training qualifications

Company information

We are a small but growing business providing marketing support to clients in the BVI, wider Caribbean, USA and UK. The founder and operations manager now require additional support owing to the growing requirements from our clients. Our focus is on providing support in the fields of lead generation, website content management/SEO and online communication campaigns.

Location: British Virgin Islands

Apply by email with resume and covering letter to: guy@phoenixcaribbean.com