

# CASE BUSINESS DEVELOPMENT MANAGER

CASE is looking for a dynamic, personable, highly-organized Business Development Manager to support our strategic growth by fielding inbound inquiries, engaging with potential clients and proactively managing our new business pipeline and processes.

## RESPONSIBILITIES

- Build relationships with our clients, understand their desired outcomes and collaborate with the team to meet and exceed them.
- Work closely with senior management and the new business team to assess, prioritize and pursue growth opportunities with both existing and potential clients.
- Serve as the first point of contact for prospective clients, enthusiastically representing CASE's culture, team and capabilities.
- Engage in initial conversations with prospective clients to understand their needs and assess potential fit.
- Proactively manage our new business pipeline: evaluating leads, conducting thorough intake for go-forward opportunities and shepherding clients through the process.
- Track and analyze data to inform strategic growth decisions.
- Lead weekly new business meetings, sharing current status report, presenting assessment of new opportunities and facilitating team discussion.
- Conduct client, consumer, competitive, and category research to prepare for new client meetings and keep the team up to date on industry news and trends.
- Prepare and present tailored capabilities and pitch presentations with relevant case studies.
- Prepare RFP responses and develop detailed proposals, including approach, resources, timelines and budgets.
- Upon project sign off, prepare for kickoff and facilitate transition to account and creative leads.
- Participate in weekly team status and forecasting meetings to inform resource planning.
- Partner with senior management to identify and coordinate opportunities for award submissions, speaking engagements and publications.
- Manage new business tools and content library, including CASE website and social media channels, as well as proposal templates, capabilities and case studies.

## QUALIFICATIONS

- 3 - 5 years new business development or relationship management experience
- Dynamic, positive and confident; thrives on building relationships and solving problems
- Excellent oral and written communication skills, genuinely enjoys engaging with and presenting to potential clients
- Passionate about branding and marketing, obsessed with the beauty and wellness industries; in-the-know on what's new and next
- Highly-organized and detail-oriented, able to successfully manage multiple priorities and projects in a fast-paced environment
- Strong business acumen, able to organize and analyze data, develop various budget models
- Fluent in spreadsheets, project management software, InDesign and Keynote
- U.S. citizen or authorized to live and work in the U.S.

## ABOUT CASE

We are a New York City based integrated branding agency with a talented, highly-collaborative (and really nice) 30-person team and a beautiful, light-filled office in Soho. Since 2004, we've partnered strategically with global companies like The Shiseido Group, The Estée Lauder Companies, and Johnson & Johnson, as well as social-first start-ups like OUAL, Summer Fridays, and Keys Soulcare to define and articulate their brands, and engage consumers around the world. More information about our agency is available at [caseagency.com](https://caseagency.com).

## TO APPLY

Visit [caseagency.com/careers](https://caseagency.com/careers) to apply.