

## **JD for BDM**

**Job Title:** Business Development Manager (BDM)

**Location:** Noida Sec-90

**Employment Type:** Full-Time

**Department:** Sales & Business Development

**Reports To:** Director

### **About Nuform Social:**

Nuform Social is a creative and performance-driven digital marketing agency helping brands grow through strategy, storytelling, and smart digital execution. We work with startups, SMEs, and enterprises to transform their online presence, customer engagement, and ROI.

### **Role Overview:**

As a Business Development Manager, you will be responsible for identifying new business opportunities, pitching Nuform's digital marketing services, nurturing client relationships, and driving revenue growth. You will play a key role in expanding our market presence and forging long-term partnerships.

### **Key Responsibilities:**

- Identify and generate leads via outbound sales strategies (cold calling, email outreach, LinkedIn, etc.)
- Qualify inbound leads and convert them into sales opportunities.
- Develop and maintain a robust pipeline of prospective clients.
- Pitch digital marketing services (SEO, social media, paid ads, branding, website design, etc.) to potential clients.
- Prepare compelling proposals, presentations, and quotations.
- Negotiate contracts and close deals to meet monthly and quarterly sales targets.
- Maintain strong client relationships post-sale for potential upselling/cross-selling.
- Collaborate with internal teams (strategy, creative, performance marketing) to align client goals with service delivery.
- Stay updated on industry trends, competitor offerings, and digital innovations.



Unit no. 637 and 638,  
Tower-B, 6th floor, Alphathum Office mall,  
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## Key Requirements:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 4-6 years of experience in business development, preferably in a digital marketing agency or SaaS environment.
- Strong understanding of digital marketing services and how they deliver value to businesses.
- Excellent communication, presentation, and negotiation skills.
- Self-motivated, result-driven, and target-oriented.
- Proficient with CRM tools, sales reporting, and lead management platforms.

## Preferred Qualities:

- Proven track record of achieving or exceeding sales targets.
- Existing network or industry contacts in e-commerce, retail, or startups is a plus.
- Creative problem-solver with a customer-first mindset.
- Ability to work independently in a fast-paced, startup-like environment
- Ready to come out from comfort zone.
- Willing to travel for client meetings as required to support business development and relationship management.

## What We Offer:

- Competitive salary + performance-based incentives.
- Opportunity to work with a young and passionate team.
- Flexible work culture.
- Learning and growth opportunities in the digital marketing space.



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