

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.



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.

