

Business Development Manager (9610432)

Job Type: Full Time

Location: Toronto, ON, CANADA;

Job Category: Computers-Internet, Computers-Software, Management

Industry: Media

Year(s) of Experience: 5

Number Of Positions: 1

Date Posted: Feb 7, 2012

Position Available: Business Development Manager

This is a unique opportunity for entrepreneurial candidates to shape a growing and exciting software product company and bring an excellent and proven product to market.

Forward your resume to:

careers@torstardigital.com

We are seeking an experienced Business Development Manager to join TOPS, a SaaS Content Management Company. This individual will be a key driver in taking the TOPS product to new markets. The business development manager will work closely with the TOPS General Manager to evaluate, develop and generate new business opportunities. The TOPS platform powers a portfolio of world-class websites from Star Media Group, Metroland Media and Rogers Digital Media including: thestar.com, toronto.com, wheels.ca, Citytv.com, Flare.com, 680news.com, MetroNews.ca

Responsibilities

- Develop marketing and sales strategies for the organization
- Set sales targets and define strategy to achieve these targets
- Lead generation and follow up and management of the end-to-end sales cycle.
- Develop proposals, respond to RFPs with the involvement of the product

team

- Lead day to day marketing activities, including trade shows, mailings, etc.
- Build and maintain excellent relationships with colleagues and clients and ability to continually create win-win situations and partnerships.
- Manage the proposal development process and maintain the time-lines for the proposal teams
- Build out the sales team as needed.

Qualifications

- 5+ years experience in business development or account management role for a software or digital media platform – preferably with enterprise systems (content management systems as plus).
- Strong network of contacts with media companies and Fortune 500 enterprises with large digital properties
- Strong background in marketing communications and product management at a software company would be an asset
- Excellent client relationship and customer management skills
 - Positively influences others by remaining energized, enthusiastic and confident especially in the face of difficult or stressful situations with a mastery of conflict resolution
 - Self-driven with entrepreneurial mindset
- Excellent organizational and time management skills to meet deadlines and handle multiple clients with changing priorities and in different phases of the sales cycle
- A University degree in a relevant field

About TOPS: <http://www.topscms.com>

TOPS, a partnership between Torstar Digital and Rogers Digital Media, provides a leading edge online publishing and content management solution for large world-class digital publications. TOPS is offered as a Software as a Service (SaaS), providing full 24/7 monitoring, support and hosting of all sites built on the TOPS platform. TOPS clients include Star Media Group, Metroland Media Group, MetroNews Canada and Rogers Digital Media – powering the top media sites and city portal in Canada. Please visit, <http://www.topscms.com> for additional information on our products, services and to view a portfolio of clients.