



## **New Business Executive - Outbound**

BCF is a creative agency that thrives on the imagination and creative spirit of everyone who touches our work. We fight for distinction – for work that changes an individual’s outlook on life. Our drive is what leads us to create with purpose.

We are seeking an ad agency alum who would be responsible for outbound new business development. This role will help to enhance and execute the agency’s new business strategy, while identifying opportunities, prospecting, and creating new relationships. Your goal is to understand BCF’s perspective and differentiator and then create large-scale awareness in the travel and lifestyle industries. This position will be measured on the success rate in developing new client partnerships.

This position will work closely with agency leadership and the creative team in developing the strategy and messaging for all outbound client acquisition efforts. We expect a higher level of understanding in the inner-workings of an ad agency, as well as an understanding of the innovation, creativity and amount of sweat that goes into developing award-winning campaigns and brands. You must be able to speak to the agency’s full suite of capabilities, and how BCF can help solve a client’s business problems. The successful candidate also must excel in the art of selling, lead generation, and building new relationships from scratch. Further, this person will be responsible for identifying gaps that can be areas of opportunities and then help the agency quickly move forward in seizing those opportunities.

### **Responsibilities/Skills:**

- Provide thought-leadership in new business strategy and position the agency for success among our competitors
- Demonstrate an expertise and creativity in solving complex business challenges
- Demonstrate fearlessness when getting in front of someone new and creating conversation; Create friendships and relationships with peers in both the advertising industry as well as travel and lifestyle categories
- Demonstrate massive depth of knowledge of branding and executing in both the digital and traditional spaces, while staying ahead of all that is possible in marketing and advertising; speak powerfully and from a place of knowledge about the agency, its work for clients, its case studies, new innovations and strategic direction

- Use data and analytics to research and develop viable prospects, and then create opportunities to communicate the agency's capabilities
- Monitor smart briefs and publications for trends and innovations that can lead to new partnerships
- Understand the technology available to elevate new business efforts and provide recommendations on best-in-practice systems
- Excel in creating sales presentations and know how to capture an audience when presenting; then understand what is needed when following through and maintaining those relationships
- Work collaboratively with colleagues in new business, creative, content and strategy to develop the strongest responses that clearly show how the agency differentiates itself and tells its story
- Help develop marketing plans to create awareness for the agency, including speaking engagements, trade shows, media plans, public relations, social, etc.
- Speak at a higher level about emerging trends
- Maintain strong communications and deliver reports on all new business efforts and track the rates of success
- Don't be afraid to work hard, travel extensively and do what it takes to align with the agency's growth strategy

**Experience:**

- At least 7+ years of experience in sales preferably in the advertising industry and have experience working in a large, full-scale creative agency
- Demonstrated success in a similar role using outbound sales tactics
- Excellent written and verbal communication skills; proven ability to write successful pitch decks from start to finish
- Arrive with a Rolodex and be ready to get moving

Please submit cover letter and resume to [jireland@bcfagency.com](mailto:jireland@bcfagency.com). No phone calls please.

*BCF is an Equal Opportunity Employer and Drug-Free Workplace.*