

# Singota Solutions

JD121

**Job title:** Senior Business Development and Marketing Manager  
**Department:** Business Development and Marketing  
**Location:** Bloomington, IN  
**Position Type:** Full-time, 40 hours/week, exempt

## General Description:

1. Purpose- Identify and develop business leads and opportunities that will result in revenue for Singota Solutions.
2. Lead, coach and develop talent within the Marketing and Business Development groups.
3. Perform typical supervisory duties such as approving time-off requests, drafting performance reviews, delivering disciplinary actions, creating job descriptions and participating in the hiring process for the Marketing and Business Development departments.

## 4. Business Development

- a. Develop and maintain current and thorough understanding of company capabilities, service offerings, current projects, and strategic goals.
- b. Identify high efficiency methods and specific tools for establishing high quality leads for potential business opportunities for Singota Solutions.
- c. Implement these methods and tools.
- d. Identify potential business leads, establish working relationships, identify client needs and gaps.
- e. Utilize consistent company sales and marketing messaging and Business Development processes to align with company's main service offerings.
- f. Utilize company and perform company processes (e.g.: New Opportunity Forms, CDA, Project Plan, MSA and Quality Agreement) in securing a client purchase orders.
- g. Continuously track efficiency and results of lead identification methods and tools, and routinely report on performance.
- h. Continually evaluate effectiveness of lead development tools and identify improved methods and document these activities.
- i. Implement new and improved means for lead development.
- j. Provide thorough and regular communication with all stakeholders.
- k. Provide regular communications and written reporting on performance to Supervisor.
- l. Collaborate with Senior Management in expansion of service offerings, new messaging techniques, offering customer inputs and/or other market intelligence data.
- m. Develop and execute personal goals contributing to creation and execution of departmental goals that align with corporate strategy.
- n. Utilize Business Development tools, such as CRM, as part of daily functions.
- o. Partner with project management to ensure smooth transition for clients and their projects.
- p. Engage in marketing tasks to develop specific plans, tools, messaging strategy and content in order to establish meaningful leads and contacts, leading to increased business.
- q. Utilize ongoing business analysis and market research to identify new targets, initiatives or markets, understand competitive and regulatory landscape, and alter sales strategy accordingly.

## 5. Marketing:

- a. Serve as leader and team member on multiple client-facing teams.
- b. Develop, execute, and evaluate corporate marketing strategy in conjunction with Senior Management.
- c. Formulate, direct, and coordinate all marketing activities and policies in alignment with strategy.
- d. Manage strategic plans for conference and trade show marketing and Subject Matter Expert speaking opportunities.

## 6. General

- a. Demonstrate highly ethical and professional standards with all business contacts in alignment with Singota Solutions' corporate culture.
- b. Spend sufficient personal time on Singota Solutions premises interacting with various personnel to develop and maintain effective working relationships, gain understanding of company operational status, and exchange important information with staff.
- c. Embrace and exhibit a positive and team approach to work.
- d. Comply with quality and safety management systems including requirements for documentation, training, system use, SOPs, processes and procedures.
- e. General support required of a company where employees can be asked to perform multiple tasks both inside and outside their department to meet the needs of the business.

**Characteristics required include:**

1. Proven record in selling and building customer relationships and networks.
2. Excellent communication and negotiation skills – oral, written.
3. Trustworthiness and personal integrity – able to maintain a high degree of confidentiality.
4. Self-starter willing to take initiative.
5. Positive attitude and good judgment; respected by peers and clients.
6. Excellent time management and organizational skills.
7. Ability to travel to client sites, conferences, and trade shows a minimum of 2-3 weeks per month.
8. Ability to spend at least two days per month on site at Singota Solutions.

**Education and Work Experience Requirements:**

1. 15 years sales and/or business development experience with a CMO providing aseptic filling services highly preferred. Experience in the pharmaceutical and/or life sciences industry required.
2. Experience and training in MS Office products & CRM systems.
3. Experience working in a startup that grew rapidly a plus, or other entrepreneurial experience.
4. BS in applicable technical field preferred, or business management.
5. MBA or Master's Degree preferred but not required.

**Singota Solutions is an Equal Opportunity Employer**