

Designation: Business Development Officer
Location: Lahore
Apply: hr@pinkribbon.org.pk

Requirements:

- ✓ Marketing Graduate
- ✓ Experience of minimum 2 years
- ✓ Excellent interpersonal communications skills
- ✓ Presentable attire
- ✓ Strong verbal/written communication skills

Job Description:

- ✓ Relationship building with corporates and private companies for events and sponsorships
- ✓ Organize and conduct events with corporate organizations
- ✓ Create fundraising opportunities through various business plan and development techniques including targeted follow ups and new lead generation
- ✓ Deliver organized structured and persuasive presentation using effective written and verbal communication
- ✓ Developing potential leads of corporate sponsors for BTL activities and other compaigns
- ✓ Produce sponsorship and activity progress quality reports for internal and external use
- ✓ Placememnt of donation boxes at hi-end chains and outlets
- ✓ Maximising merchandise sales
- ✓ Activations at hi-end malls and outlets

Key Performance Indicators:

- ✓ No of sponserships for PINKtober
- ✓ No of sponserships for Ramzan
- ✓ Activation at internatioals days
- ✓ No of mall activations
- ✓ No of activations at hi-end stores
- ✓ No of donation boxes placed
- ✓ Funds raised through merchandise sales