



## Job Description

**Job Title:** Business Development Assistant, (META Region)

**Reporting to:** Marketing Manager B2B

**Location:** Office Based (Dubai)

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### **Job Purpose:**

To support the Business Development function in delivering specific KPI's & targets within the META region, by developing existing client relationships and qualifying and pursuing new client opportunities, building the SANS brand in accordance with our values and mission statement.

The job holder will work as part of a close-knit team, helping to raise the SANS profile by underpinning market facing activity whilst supporting internal business development activities and processes.

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### **Principle duties and responsibilities:**

#### Business Development

- Qualify all Leads – Convert to contact, tier & reassign.
- Set up appointments for Business Development Executive.
- Action post event delegate call feedback.
- Demand generation follow up for Tier 2 to Tier 4 accounts.
- Create new prospect target lists using appropriate tools, resources and systems.
- Create and distribute progress & performance reports.

#### Event Success Check List Activity (T2-4 Prospects)

- Promote SANS events through appropriate social media channels.
- Conduct invite calls to Tier 2-4 VIP's for specific events.
- Facilitate tactical promotion' communications where appropriate.

#### Data Cleansing Activity

- Ensure data in all Salesforce records/contacts/accounts is maintained, reviewed and regularly cleansed.
- Ensure data held with the Dunn & Bradstreet system matches that held within Salesforce.
- Ensure Dunn & Bradstreet data matches with LinkedIn contacts.
- Regularly review and check LinkedIn contact entry to Salesforce
- Regularly maintain, review and update Parent/ Sister Company data management



- Work with Data Analysts with the Data Analysis support team to profile target accounts.

#### Other

- Meet any agreed KPIs set in relation to individual and team performance.
- Drive Webinar attendance and Trade Event Meetings.
- To build and maintain the SANS brand and mission within the wider Cyber Security community.
- Support Country Lead and Business Development Managers in the tender process for any prospective customer procurement opportunities when applicable.
- To assist with the effective management of the invoicing and aged debt process for Tier 2,3 and 4 accounts, ensuring customer invoices are paid in a timely manner.
- Provide excellent customer service to Tier 2,3 & 4 accounts when necessary.
- To build and maintain the SANS brand and mission within the wider Cyber Security community.
- Carry out any ad-hoc Business Development/Sales admin duties when required.
- Carry out additional tasks as requested by the SANS Management Team.