



## Business Development Specialist

### Job Description

Family Features is seeking a Business Development Specialist responsible for the sale of content marketing programs and related services to national consumer brands, advertising and PR agencies and associations.

We are looking for someone who wants to be part of a team and enjoys the challenge of developing his or her own territory including: email/phone outreach and follow-up, a consultative sales process, making prospective client presentations via phone/web and in person, closing deals and growing accounts over time.

You'll be responsible for a high-potential territory with some established accounts, and will sell a combination of digital, print, social media and video programs customized to meet each client's needs. You'll work with an energetic team in a collaborative work environment that values work-life balance and will receive personalized, hands-on training along with the opportunity for career growth and unlimited commission.

Our competitive compensation includes salary plus commission, performance incentives and a comprehensive benefits package including:

- Medical, dental and life insurance
- 401K with company match
- Generous PTO and holiday allowance
- Casual dress
- Flexible work environment
- Team-building activities
- Training and networking opportunities

### Responsibilities

- Drive new business and territory growth.
- Build and maintain positive relationships with existing and new clients.
- Utilize proven phone, email and personal outreach tactics to accomplish sales objectives.
- Deliver effective sales presentations in person and via webinars.
- Research, identify and contact new prospects in target markets.
- Develop and execute a conversion plan to turn key prospects into customers.
- Document outreach activity and manage sales projections in a state-of-the-art CRM system.
- Develop a territory sales plan using strategic input and creative problem-solving skills.

### Position Qualifications

- 2-5 years sales experience (advertising, media or related marketing field preferred).

- Personable, goal-oriented, industrious, outgoing, team-oriented attitude.
- Excellent verbal and written communication, sales prospecting and relationship-building skills.
- Strong hands-on experience using email, LinkedIn, social media and other digital tools to communicate and connect with potential and existing clients.
- Experience working with a CRM system preferred.
- Ability to work independently with excellent time management and follow-up skills.
- Bachelor's Degree in Marketing, Communications, Advertising, PR, Business or related field required.
- Limited travel (10-15 percent).

#### About Family Features:

Established in 1974, Family Features is a leading producer and distributor of sponsored food and lifestyle editorial content. We work with the nation's top food, home, and lifestyle brands to create timely and informative print, digital, social and video content. Over 10,000 editors at newspapers, magazines, and websites around the country use our content in their publications and sites annually.

Interested candidates please visit [www.familyfeatures.com](http://www.familyfeatures.com) before sending cover letter and resume to **Family Features Editorial Syndicate, 5825 Dearborn Street, Mission, KS 66202. Attention: HR Careers** or email [careers@familyfeatures.com](mailto:careers@familyfeatures.com). Please note that only those candidates selected for an interview will be contacted. No phone calls please.

Job type: Full-time  
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