



## **Job Title: Business Development Representative B2B II**

### **Who is Acadia?**

Acadia is a WBENC Certified business founded by engineers that provides sales enablement & digital marketing services to B2B industrial companies through a functional process that we call Omnibound®. This process assesses friction points that commonly exist between sales & marketing procedures, the tools/technology used, and in handoffs between teams. We then align sales & marketing teams with the correct technology and processes they need to communicate more efficiently. After optimizing our client's sales pipeline, Acadia becomes an extension of their sales & marketing team providing digital marketing services such as email marketing, social media management, list builds, outbound lead generation, inbound lead generation & content marketing.

### **Who is Acadia Looking For?**

Acadia is looking for candidates to fulfill our B2B Business Development Representative II position. This part time position requires a combination of traits, some of which include: outgoing and persuasive personality, ability to engage business contacts and build relationships, multi-tasker and high level of energy, attention to detail is critical, capability to utilize technology, appointment setting skills/lead generation, and the ability to research and be a strategic thinker.

### **Acadia is looking for candidates with the following skills:**

- Excellent verbal, listening, and written communication skills
- Computer/technology proficiency is required (MS Office; CRM experience preferred)
- Capability to work independently, although follow processes
- Proven ability to be persistent in making cold calls and be conversational to obtain quality leads
- Strong research skills is required
- Previous B2B outbound lead generation, inside sales or similar experience preferred
- Ability to be a strategic thinker and be a self-starter
- Detail oriented and ability to multi-task a diverse workload
- Time management/prioritization and organization skills

### **If you join the Acadia team, some of your responsibilities would include:**

- Prospect into strategic business contacts via cold calling
- Drive sales growth and pipeline through setting up appointments and/or Lunch and Learns
- Input contact data and articulate results into online CRMs (SF, Hubspot, etc.)
- Identify decision makers and gain business intelligence through conversations
- Be knowledgeable of the client's services and/or products
- Research to find additional target contacts
- Produce creative strategies for identifying appropriate contacts at target accounts
- Achieve campaign goals
- Aptitude to build networks across multiple companies
- Nurture and build relationships within a company and/or multiple companies



**Additional Information:**

- Part time
- 15-29 hours per week; hours may fluctuate

**Benefits:**

- Paid Parking
- Simple IRA (if eligible)
- On-site restaurant, sandwich shop, recreation room and gym (under construction)
- Weekdays only; Summer Fridays
- Enhance academic, career and personal development
- Nice office environment in downtown Dayton
- Opportunities to participate in fun, culture events and volunteer opportunities
- Work at "Best Places to Work in Dayton" honoree 2019