



Job Title: Business Development Manager -- Social Media

About Spotzer

Spotzer Media Group (www.spotzer.com) provides small businesses with full service solutions for creating and maintaining online content that search engines and social networks reward with high exposure. Our solutions feature websites, videos, mobile sites and social media, with all packages including a combination of upfront creative production and ongoing services to refresh, redistribute and further optimize content to improve search rankings and engage followers.

Based in Amsterdam and with offices in the United States and Australia, we have produced online presence for more than 54,000 satisfied small businesses in 16 countries. We were founded in 2006 and are backed by major US and European venture capital investors.

Social Media

Spotzer has recently launched a new line of full service social media products and services. The new programs are comprehensive solutions for small and local businesses seeking to win new customers and engage loyal ones through social media.

The solutions are powered by a proprietary platform that makes it easy and affordable for businesses to leverage social media. In addition to helping clients set up profiles on Facebook, Twitter, Linked In and other networks, our solutions help advertisers develop premium Facebook sites, acquire fans, engage followers, manage reputations and literally search for leads in the public and private streams racing across social media.

We are now looking for an experienced sales or business development professional to pioneer the offering and selling of our social media programs to small and local businesses in the Netherlands. We expect sales activities to consist primarily of telesales and solicitation through social media.

Position

The Business Development Manager will have primarily responsibility for establishing revenue growth with our social media programs. Working side by side of our existing sales managers, the he Business Development Manager will target a new type of prospect and initiate new selling strategies, with a view to eventually developing a whole new and complementary direct sales channel.

The position will be based in our Amsterdam headquarters and will report directly to the Chief Commercial Officer. The candidate will work closely with our senior executives and with our sales, marketing and technology teams.

The candidate will play a significant role in refining and further developing our strategy for this important initiative.

Primary tasks & responsibilities:

- Setting up and executing the go to market strategy.
- Creating revenue growth through the sales of our social media packages.
- Introducing and managing innovative upgrade packages.
- Interacting with product management and engineering on package performance.
- Developing and scaling a new channel focused on driving revenue growth through sales of social media solutions.

Qualifications

- A minimum of a University degree.
- The successful candidate will be a seasoned and mature professional with at least 3 years of broad experience in sales or business development.
- Results driven with a track record of successful sales and/or Business Development.
- Strong knowledge of social media is mandatory.
- Knowledge of digital advertising for small and local businesses is a plus.
- Understands ROI and measurement of advertising campaign effectiveness.
- Strong analytical skills with the ability to evaluate marketing opportunities effectively.
- The candidate will also need to demonstrate the ability to work in an early stage, fast growing, and international company.
- Fluency in Dutch is required. - Excellent English language skills are also required.

Compensation

Competitive compensation package includes base salary and performance based bonuses.

Contact & Deadline

If you think that you meet these requirements and you're ready to join a dynamic, international company that is growing rapidly, send your resume to Willem Wijnans, HR Manager, **before the 15th of March 2012**, at: recruiting@spotzer.com (Telephone number: +31 20 305 4135).

For more information about the position contact Steven van Randwijck, Chief Commercial Officer at svrandwijck@spotzer.com or +31 20 305 4126.

No agency solicitations for this position will be considered.