



## Job Advertisement

### Director of Business Development and Product Development

Purnaa is an ethical cut-and-sew manufacturer based in Kathmandu, Nepal. Our mission is to provide world-class, ethical manufacturing that empowers marginalized people and survivors of exploitation to fresh starts and fulfilled lives. We gauge our success by the lives we impact. We are looking for someone to join our team as a Business Development Manager in the US. Join us and Apply today!

#### **Job purpose:**

Increase Purnaa sales by effectively leading Purnaa Business Development efforts to expand sales through strategic contract manufacturing sales with long-term production partners. Expand sales of Purnaa's focus products of caps and stuffed animals by expanding product capabilities in these areas.

#### **Fit Description:**

As the Director of Business Development and Product Development, you lead Purnaa's marketing and sales efforts. You are an enthusiastic, motivated, and confident individual, passionate about results and growth. You can identify the right opportunities and enjoy connecting with potential clients. You can think strategically and manage a team of 4-5 others who may be based in the US, Europe, or Nepal. You are good with numbers and disciplined. You don't need others to direct you, you are self-driven and motivated to see results from your work.

#### **Key responsibilities and accountabilities:**

1. Lead marketing and sales team
  - a. Lead sales and marketing team of 2-3 others to achieve annual and long-term sales goals.
  - b. Develop marketing and sales strategy, goals, milestones, and marketing and sales plan.
  - c. Manage marketing and sales budgets.
2. Lead business development efforts
  - a. Develop and implement long-term sales strategy, focusing Purnaa sales toward repeatable and scalable product sales that Purnaa can hold stock materials for, such as Purnaa's printed caps.
  - b. Manage sales lead coordination in team to prepare leads for handoff to project management team.
  - c. Supervise process of contract leads and sales tracking.
  - d. Coordinate efforts with Project Management team to increase current customer sales.
  - e. Manage marketing efforts to attract new leads to include web-based marketing, social media, sales events such as trade shows or fairs, and other similar efforts.

- f. Work with the marketing manager to maintain Purnaa's overall messaging, branding, and communications.
- 3. Lead efforts to develop products and capabilities in Purnaa's product specialty categories of caps and dolls
  - a. Supervise market research to determine best new products to develop.
  - b. Work with production and project management teams to make samples and continuously improve products.
  - c. Develop sales and marketing processes and materials to facilitate sales of these products such as catalogs, ordering systems, pricing, etc.
- 4. Refine and improve Purnaa's long term marketing and sales strategy - Analyze Purnaa's marketing strategy and activities and recommend strategy for maximum reach.

**Key Qualifications & Skills:**

- 1. Resilient and Disciplined
- 2. Creative but Organized
- 5. Good with numbers
- 6. Experience with online marketing analytics
- 7. Target driven
- 8. Customer service oriented
- 9. Self-driven and motivated
- 10. Experience leading others
- 11. 3-5 years of experience in a related field.

If interested, please e-mail your application and resume to [jobs@purnaa.com](mailto:jobs@purnaa.com).