



**Business Developer**  
**Reporting to: National Sales and Services Manager**  
**Location: Sandton**

The incumbent will be responsible for identifying growth opportunities by building key relationships with clients and institutions. The Business Developer is required to facilitate the identification of solutions, new products and the enhancement of existing products in order to drive new business, market share, revenue and usage of our products. Included in this role is the requirement to undertake market research and to construct business proposals for the products or solutions which will define commercial viability and synergy with our strategic objectives. He /she will be required work closely with multiple groups within the customer's organization, as well as sales, publishing, customer services, support, training, marketing, and other internal functions to provide a single, comprehensive view to the development of solutions and products for the customer and market. The role requires a strategic thinker that can build senior level relationships across the markets, collaborate with customers and institutions to understand their organization, needs and workflow. The Business Developer will plan an account strategy and drive its implementation and execution to develop key accounts and deliver business growth.

**Responsibilities:**

**1. Identify growth opportunities**

- Identify institutions and customers with whom relationships should be established to meet the abovementioned objective in synergy with the overall Juta Law strategy
- Initiate and establish relationships with key role players in these institutions & customer organisations.
- Using a consultative process to understand the customers workflow and thereby identify customer requirements (needs)
- Identify products / solutions and platforms that Juta Law could develop and produce to meet customer requirements.
- Identify improvements or enhancements to products or service that will enhance our customer's experience.

**2. Qualify identified opportunities.**

- Conduct and document market research regarding
  - Size of market for product / solution.
  - Commercial viability (scalability) for such a product
  - Competitor activities, positioning, pricing and products available
- Conduct and document research regarding
  - User experience of existing products /platforms with the objective of enhancement / improvement of such products / platforms
  - Customer experience with respect to service and customer care.
- Review and consolidate intelligence with objective to rank priority taking into account relevant factors such as strategic value and commercial viability.

### **3. Draft and present business proposals on identified opportunities**

- Draft business proposals for each business opportunity
- Present proposal to identified internal stakeholders for consideration, further contribution and approval.
- Create project outline for hand over to product development or publishing teams.

### **4. Project Sponsor**

- Work with project development team to finalise concept of the development.
- Monitor and report on project progress including after development handover.
- Create and maintain a project pipeline with timing and estimated values
- Coordinate and structure integration of new and existing developments / solutions in conjunction with Business Consultants for key and valued accounts as well as strategic partners including institutions and professional bodies.
- Facilitate information sessions for product / solution handover after development to marketing and sales

#### **Competencies:**

- A relevant degree or diploma recommended, with a minimum post matric qualification in sales or key account management.
- A minimum of 5 years' experience in negotiating at a senior level in an account management or business development role
- Able to work independently and without close supervision.
- Energetic, tenacious driven and goal orientated.
- A strong customer centric orientation.
- Presentable and professional.
- A track record in formulating and presenting business proposals

#### **Attributes:**

- Ability to network with and build relationships on a high level within the legal market, corporates and key stakeholders.
- Knowledge of legal systems and the legal profession.
- Sound understanding of Internet, Intranet and optical media concepts and applications.
- Ability to perform well under sustained pressure.
- Excellent verbal & written communication skills.
- High business acumen with an ability to hold in-depth discussions on business topics.

#### **Special Requirements:**

- Be willing to travel extensively.
- Valid driver's licence.
- Own reliable vehicle.

***We offer a competitive and market related remuneration package, commensurate with experience. To apply, please email your letter of application and two-page CV to [lawsales@juta.co.za](mailto:lawsales@juta.co.za) by 13 April 2015. This appointment will be made in line with Juta's employment equity plan. Should you not receive a response by 30 April 2015, please consider your application to be unsuccessful.***