

## Job Description Template for

# BUSINESS DEVELOPMENT ASSOCIATE

**Job Title:** Business Development Associate

**Industry:** [Insert Industry – e.g., BFSI, ITeS, Healthcare, etc.]

**Location:** [Insert Location]

**Salary Range:** [Insert Salary]

**Department:** [Insert Department]

**Work Hour Allocation:** [Insert Details]

## POSITION OVERVIEW

As a Business Development Associate, you will be responsible for identifying business opportunities, building client relationships, and supporting revenue generation through market research and sales outreach. This role requires strong communication, research, and follow-up skills.

## ABOUT THE ORGANIZATION

[Insert Industry-Specific Insights] [Customize this section with a company overview: mission, values, and relevance to the target industry such as BFSI, Healthcare, ITeS, etc. Highlight what sets the company apart.]

## Level of Experience / Expertise Requirements

(Use as per requirement)

**Entry Level (0–2 years):** Lead generation, cold calling, and CRM data management.

**Mid-Level (3–5 years):** Market research, client acquisition, and proposal preparation.

**Senior Level (6+ years):** Sales strategy support, partnership development, and mentoring junior associates.

## JOB PROFILE SPECIFIC QUALIFICATION

**(Add more if required)**

- Bachelor's degree in Business, Marketing, or a related field
- Familiarity with CRM platforms and sales engagement tools
- Strong communication and analytical skills

## ROLES AND RESPONSIBILITIES

**(Use as per level of expertise you require)**

- Assist in identifying potential business opportunities and generating leads (Entry Level)
- Conduct market research and competitor analysis to identify trends and new opportunities (Entry Level)
- Schedule and participate in client meetings and presentations (Mid-Level)
- Prepare and present proposals, follow up with potential clients, and close deals (Mid-Level)
- Build and maintain strong client relationships to ensure long-term partnerships (Mid-Level)
- Manage business development campaigns and strategic initiatives (Senior Level)
- Lead negotiations and manage contracts to secure new business (Senior Level)
- Collaborate with other departments to align business development strategies (Senior Level)

## Skills Required (Technical + Behavioral):

- Excellent verbal and written communication
- Research and data interpretation
- Relationship building and negotiation
- Time management and multitasking
- Proficiency in MS Office and CRM tools

## ABOUT PMAPS

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