



Business Development Specialist (SA)

Overview of the role:

A Business Development Specialist, is responsible for driving growth by generating business opportunities for the company. This role focuses on new business development, new lead generation and creation, partner acquisition, lead conversion, and cross-sell opportunities. The BD Specialist will collaborate closely with partners to create and execute joint business plans, ensuring mutual success and revenue growth. The candidate needs to be energetic and enjoy travelling as the role will require extensive travel.

Requirements:

- **Lead Generation & Creation**
 - Develop and execute strategies for identifying and qualifying new leads within the Transport sector and government organizations.
 - Utilize market research, networking, and digital tools (LinkedIn, CRM, BI platforms) to build a robust pipeline of prospects.
 - Implement account-based marketing (ABM) tactics to target high-value government and enterprise accounts.
 - Leverage industry events, webinars, and trade shows to generate new business opportunities.
- **Partnership Sourcing & Development**
 - Identify and recruit strategic partners aligned with Ice Tech's growth objectives.
 - Conduct due diligence on potential partners to ensure capability and market fit.
 - Negotiate and formalize partnership agreements that drive mutual value.
- **Channel & Sales Growth**
 - Build and maintain strong relationships with existing and new partners.
 - Develop and execute joint business plans with clear objectives, KPIs, and revenue targets.
 - Drive cross-sell and up-sell opportunities within partner ecosystems.

- Provide partners with sales enablement tools, training, and marketing support.
- **Performance Management & Reporting**
 - Track and analyze lead conversion rates, pipeline health, and partner performance.
 - Report on sales forecasts, pipeline metrics, and ROI of lead generation activities.
 - Implement corrective actions to optimize partner and lead performance.
- **Market Intelligence**
 - Stay informed on market trends, competitor activities, and government procurement processes.
 - Use insights to refine lead generation strategies and partnership models.

Key Performance Indicators (KPI) :

- Number of New Leads Generated: Total number of qualified leads added to the pipeline per month/quarter (Target: TBC).
- Lead Qualification Rate: Percentage of leads that meet the Ideal Customer Profile (Target: TBC).
- Lead-to-Opportunity Conversion Rate: Percentage of leads converted into sales opportunities (Target: TBC).
- Partner Activation Rate: Percentage of newly signed partners actively generating revenue within 90 days (Target: TBC).
- Partner Pipeline Contribution: Percentage of total revenue pipeline sourced through partners (Target: TBC).
- Joint Business Plan Completion Rate: Percentage of partners with an agreed and documented joint business plan (TBC).

Educational / Experience requirements:

- Bachelor's degree in business administration, Marketing, or related field.
- Track record of successful B2G sales, lead generation, and partnership development.
- Familiarity with government procurement processes and regulations.



- Strong network within the Transport sector and government organizations in Africa (West Africa experience is a plus).

Required Competencies:

- Proven experience in B2B, B2G sales and lead generation strategies (preferably in software or technology sectors).
- Strong understanding of Transport sector software needs in African governments.
- Expertise in prospecting techniques, pipeline management, and CRM tools (e.g., Salesforce).
- Ability to source, evaluate, and onboard strategic partners.
- Excellent sales, negotiation, and relationship-building skills.
- Data-driven mindset with experience in sales analytics and forecasting.
- Willingness to travel within the region.
- Results-oriented with a focus on customer satisfaction.
- Adaptable to dynamic and fast-changing environments.

Additional information:

- Type of role: Permanent.
- Location: Gauteng - Hybrid
- Salary: to be discussed, in line with skills and experience.

This role represents a fantastic opportunity to join a respected team. If you are interested and meet the selection criteria we'd love to hear from you, please send your CV to Keshnee Reddy-Chetty keshneer@icetech.io.