



GRAYBEAL

GROUP, INC.

Position: Business Development Manager

Division/Department: Sales & Marketing

Working Hours: M-F, 8 AM to 5 PM

Holidays: US Holidays (Offices are closed)

Employment Type: Full-time (40 hrs a week)

Starting Salary: Salary Dependent upon Experience

Benefits:

- Health Insurance
- Dental Insurance
- 401K 4% Match
- Profit Pool Opportunities

About the Company:

Graybeal Group Inc. is a professional Insurance company with Licensed Agents and Staff. Our agents specialize in our clients' needs in Carbon, Crop, Agriculture, Non-Profits, Pasture Rangeland and Forage, Farm, Ranch, Auto, Home, and Life Insurance.

What we are looking for:

The Business Development Manager plays a key role in driving the strategic growth of the company by identifying new opportunities, building partnerships, expanding brand awareness, and developing and executing marketing initiatives. This role is responsible for generating revenue through strategic marketing, upselling, cross-selling, and leveraging events and digital platforms to enhance visibility and customer acquisition.

Knowledge, Skills & Qualifications:

- **Education and Experience:** Bachelor's degree in marketing, Business Administration, Communications, or a related field. 3+ years of experience in business development, marketing, or sales, preferably within the insurance or financial services industry.
- **Knowledge:** Strong understanding of insurance products and market dynamics.
- **Communication Skills:** Excellent communication, interpersonal, and negotiation skills.
- **Platforms:** Proficient in CRM platforms, social media tools, and digital marketing platforms.
- Ability to travel occasionally for events, conferences, and client meetings.

Preferred Skills:

- Knowledge of property & casualty, crops, farm and ranch insurance.
- Experience managing marketing budgets and analyzing performance metrics.
- Graphic design or content creation experience is a plus (Canva, Adobe Creative Suite, etc.).

Working Conditions:

- Requires the ability to work in a fast-paced multi-tasking environment
- Requires a positive, team-building attitude that works well with others
- Requires the ability to follow our EOS and GWC business model

Responsibilities:**1. Business Development & Growth Strategy**

- Identify, pursue, and develop new business opportunities, markets, and potential revenue streams within the insurance sector.
- Build and maintain strong relationships with industry partners, referral sources, and potential clients to foster long-term growth.
- Develop strategic initiatives for upselling and cross-selling insurance products to existing clients.
- Research market trends, competitor offerings, and client needs to position the company as a preferred provider.
- Maintain and leverage the company's CRM system (e.g., Salesforce) to manage leads, track client interactions, and monitor pipeline performance.

2. Branding & Marketing

- Collaborate with leadership and creative teams to define and promote the company's brand identity and value proposition.
- Develop and oversee marketing campaigns that drive engagement and increase brand awareness.
- Create compelling marketing materials for print, digital, and social media platforms in alignment with brand standards.

3. Social Media & Digital Marketing

- Oversee and optimize the use of digital marketing platforms (e.g., Google Ads, Meta, LinkedIn) for targeted outreach and lead generation.
- Develop and execute content calendars, engagement strategies, and ad campaigns targeting specific customer segments.
- Track digital engagement metrics and adjust strategies to maximize reach and ROI.

4. Events & Trade Shows

- Represent the company at industry trade shows, conferences, networking events, and community functions.
- Coordinate event logistics, booth design, promotional materials, and follow-up outreach.
- Evaluate event ROI and gather market intelligence during attendance.

5. Reporting & ROI Analysis

- Track and report on business development initiatives, marketing campaign performance, lead generation, conversion rates, and return on investment (ROI).
- Present regular performance reports and strategic recommendations to senior leadership.

Core Values

What are “Core Values”?

Core values are the fundamental beliefs of a person or organization. These guiding principles dictate behavior.

Do the Right Thing

- Morally & ethically.
- Best Interest of our customers, team, carriers, and community.

Teamwork

- Support each other. TEAM mentality.

Positivity

- In and out of the office.
- With customers, carriers, vendors and teammates(everyone).
- In our win thinking. Negativity is a cancer.

Go the Extra Mile

- Always be willing to do MORE

Always Be Learning

- Conceptual Knowledge (Insurance Education).
- Development of a training calendar
- Personal Development (reading, seminars, etc.).
- About our customers and their needs, better able to HELP them.
- Hobbies and new skills.

Play to WIN

- Be the best.
- Committed to Growth.
- Make more money!