

Business Development Manager



 Brisbane, Full-Time

About the opportunity

The Business Development Manager plays a pivotal role in driving revenue growth, building strong client relationships, and delivering tailored advertising solutions. As a key member of the direct sales team, you will focus on identifying opportunities, developing creative strategies, and negotiating impactful campaigns that help clients achieve their marketing goals.

Acting as a trusted advisor, the Business Development Manager works closely with clients, internal teams, and senior stakeholders to ensure the seamless execution of advertising campaigns while contributing to goa's reputation as Brisbane's leading out-of-home provider.

At goa, we believe that the foundation of any successful business is having the right people in the right roles—working in environments they

love, with leaders and peers who inspire them, and where authenticity is celebrated at every touchpoint.

Our mission is to deliver best-in-class inventory where quality is paramount, supported by a team that embodies the same high standards.

In 2022, goa became a foundation member of the Alliance Outdoor Media Group, expanding our reach into the NSW and VIC markets. As we continue our growth, we're looking for Business Development Managers to join our Brisbane Direct team and help drive client success. We'll provide the training and development you need to thrive, all while ensuring client education remains at the heart of every solution we deliver.

About the role

As a Business Development Manager, you'll play a key role in driving revenue, nurturing client relationships, and delivering tailored out-of-home advertising solutions that help brands stand out.

Why this role might be for you

- Are you ready to bring fresh thinking and creativity, leveraging your expertise in media?
- Are you feeling stuck in the "rinse & repeat" cycle, looking for an opportunity to reignite your passion for sales?
- Are you a high performer who thrives on being incentivised and recognised for your achievements?
- If any of this resonates with you, this role could be your next big move.

Why join us?

At goa we offer:

- A dynamic, supportive environment where creativity and collaboration thrive.
- Opportunities for growth and development to help you excel in your role.
- Competitive incentives to reward high performers.
- A chance to work with a team that values integrity, innovation, and ambition.

What you'll do

- **Client Acquisition:** Identify and secure new business opportunities within the Brisbane market, focusing on direct sales.
- **Relationship Management:** Liaise and negotiate with senior stakeholders, building long-term partnerships based on trust and collaboration.
- **Solution-Based Selling:** Design and deliver innovative advertising strategies that align with client goals, ensuring measurable results.
- **Above-the-Line Expertise:** Leverage your understanding of above-the-line media to provide clients with integrated campaign solutions.
- **Market Insights:** Stay informed about market trends and competitor activity to identify opportunities for growth.

About you

To succeed in this role, you'll need to demonstrate the following criteria:

Media/Advertising Experience: Proven success in a similar role, with exposure to above-the-line media preferred.

Strong Negotiation Skills: Confidence in liaising with senior stakeholders and closing high-value deals.

A Strategic Mindset: A solutions-focused approach to client challenges, with the ability to think creatively and deliver results.

Drive & Passion: You're a motivated self-starter who thrives in a dynamic, fast-paced environment.

This role is perfect for someone who thrives on building strong client relationships, delivering innovative solutions, and contributing to a high-performing, dynamic environment. If you're ready to elevate your career and work with some of the most iconic campaigns in the industry, we'd love to hear from you!

What's next?

If you're ready to make your mark in media sales, we'd love to hear from you!

To apply, submit your CV (in MS Word format) along with a cover letter outlining how you meet the key criteria, and include "Business Development Manager" in the subject line to info@goa.com.au

Please note: only shortlisted candidates will be contacted.