

JOB DESCRIPTION

BUSINESS DEVELOPMENT ASSOCIATE

The business development associate will play a central role in our organization. You will be responsible for helping us grow in terms of both writer/reader engagement, finances and monetization.

This commitment will span a minimum of 3 months, with an option to extend tenure

Skills Required

- Pursuing a Bachelors in Business Administration, Finance or other related disciplines.
- Great interpersonal and written communication skills in English
- Self-motivated: We need someone who takes initiative to plan, research and strategize business ideas/growth strategies. The only thing that requires approval/direction from the Founders is the **final execution of these plans.**
- Perceptive: We need you to be able to understand what our writers and readers would want to see, by studying our customer base and target audience; and conducting research on trends in the digital content publishing/e-learning space.
- Market research and knowledge: We need you to know where to look and what to look for.
- High-energy level: A growth-oriented mindset! We need you to think positive, and think about ways we can grow exponentially
- Data-oriented: The best proposals are made when backed by data
- Professionalism
- Skills in Financial Modelling

Responsibilities

Lead Generation/Growth Strategy

- Contacting platforms with similar, complementary goals, target audience and interests to approach for collaborations in order to grow the platform.
- Developing goals and plans for growth, closely coordinating with Editors in Chief in executing the plans
- Planning and overseeing marketing initiatives - increasing the current value gained by writers and readers while attracting new ones. Closely coordinating with Creative Head to execute marketing initiatives.
- Managing, organizing and strategizing social media outreach and content
- Researching organizations and individuals to find new opportunities/avenues for growth
- Discovers and explores business opportunities.
- Screens potential business opportunities by analyzing market strategies and financials.

Monetization

- Planning/scoping out potential streams of revenue through financial modelling and research - the end goal is to monetize the website! We are open to all your different ideas and suggestions on this.

Perks

- Certificate and Letter of Recommendation will be provided - with all the details of every project you execute for the team
- Proper work-samples and statistics of performance that you can add to your resume/display on your profile

- Feature on the team website: bio and formal picture required

Application Procedure

Please fill out the application form available on <https://www.law-order.org/opportunities>

To upload your Resume/CV on the form:

1. First, upload your resume file on Google Drive/Dropbox
2. Share the link of this file on the designated section of the form

Note: Please do not send applications over email, only applications submitted through the form will be considered.