

Business Development Associate
Greater Boston Area
Full-time

About REACH. We are a startup market research company aiming to help the world's life sciences professionals master any rare disease market, quickly. Our work is a combination of research, data analytics, and storytelling. We are looking to expand our team to build on and accelerate our early momentum. Our clients include pharmaceutical and biotechnology companies, life sciences consulting firms, and academic institutions.

About the Role. REACH is currently looking for a highly motivated and detail-oriented entry-level Business Development Associate to join our team. You will be responsible for creating and managing contact lists, managing automated outreach to prospective customers as well as answering questions and scheduling meetings for new client prospects. The successful candidate will possess excellent organizational, project management, and written communication skills. Additionally, you will be comfortable quickly learning and adopting new software.

Key responsibilities include:

- Conduct research and identify potential new customers.
- Create and maintain lists of potential new customers.
- Conduct outreach campaigns via email, LinkedIn, phone, and other channels to book introductory calls for senior REACH team members.
- Respond to inbound inquiries from potential new customers.
- Qualify potential new customers by asking relevant questions to understand their needs.
- Set up introductory calls with potential customers for senior REACH team members.
- Maintain accurate and updated records of business development activities in our CRM system.
- Meet monthly and annual productivity targets.
- Support sales team by following up with potential new customers after introductory calls.

What we're looking for. We care about the usual items (e.g., education, work experience, technical skills); these are the fundamentals that you'll see below. We also care deeply about who you are as a person – your values, soft skills, and attitude towards working amidst constant change and challenge. If you are someone who wants to figure out new ways of doing things and not just follow a predefined formula, then REACH might be the place for you!

Qualifications

- Bachelor's degree required with preference in business administration, marketing, or a related field.
- No previous experience in similar roles is required; work experience in a job or internship requiring simultaneous management of multiple projects is a big plus.
- Demonstrable experience learning new software tools and platforms.
- Experience using Microsoft Excel to organize and manage data and information.

- Experience presenting regular updates on your work progress to managers.
- Excellent written communication and interpersonal skills.
- Strong organizational and time-management skills.
- Strong problem-solving skills with a proactive attitude towards finding solutions.

Physical Requirements

- Prolonged sitting: Must be able to sit at a desk for extended periods while working on a computer.
- Repetitive hand and finger movements: Regular use of a keyboard, mouse, and other office equipment.
- Vision: Ability to view a computer screen for long periods, including close vision and focus adjustment.
- Hearing and communication: Adequate hearing to participate in virtual meetings and telephone conversations, with or without accommodations. Ability to communicate clearly and effectively.
- Minimal physical exertion: This role may involve minimal lifting (up to 10 lbs) and occasional standing or walking within the home office space.
- Workspace setup: Must have a dedicated, ergonomically sound home office environment, including a comfortable chair and desk. The employee is responsible for maintaining a safe and organized workspace.

Benefits

- Health coverage including medical and dental insurance
- 401(k) plan with Company match
- Unlimited paid time off (if you're not taking time off, we will insist that you do)
- Work from home with attendance to one team offsite meeting per year
- Flexible schedule with most working hours during business hours in eastern time

Compensation: Base salary of \$55k (plus commission tied to meetings and lead conversions).

Location: Must reside in the state of Massachusetts.