**Job Description for Business Development Assistant**

The primary role of the Business Development Assistant is to support the Business Development Director in projects in brand building, recruitment and training, increase the efficiency and eliminates pain-points in the customer experience, setting standards (acceptable use policy) best-practice across the company and key performance indicators (KPI) to measure these standards, and provide timely and detailed reports on how the company are meeting its goals. The business development assistant would have a broad exposure across the entirety of the company. These projects fall in the categories of sales, marketing, information technology, human resources, and finance.

**Sales**

Identify, develop a plan of action, and implementation for issues pertaining to the sales process. Monitor the efficiency of staff in meeting company goals and send periodic reports to managers and owners in the area where the store needs improvement. These areas include, but not limited to, increase sales of blue light coating, advanced coatings, and progressive sales penetration, increase in sales in Mackee brand frames, and reduce dependency or limit the amount of discount given to close a sale.

**Deliverables:** Timely Demographic reports, advance lenses penetration reports, frame reports

**Insurance process**

The insurance checking and explanation process is inefficient, time consuming, and takes up a lot of computer time and printing resources. We have the data to draw general inferences on what plans offer what type of benefit. Therefore, what technological innovations we can invest in to make this process easier? How much is the cost? How much time will it save? What is the cost/benefits? Develop and test different ways in which this insurance checking process can be improved.

**Brand Building and Marketing**

Assist marketing supervisor in periodically updating and maintain Mott and Bayard brand image pages, create and distribute Mott and Bayard content across blog channels and social media channels such as Facebook and Instagram. Build awareness of the Mott and Bayard Brand by researching and sourcing potential pop-up locations. Also help in Ad hoc marketing, events, and community outreach projects. This includes maintaining Weixin social media presence and suggests ways to optimize the use for it.

**Human Resources**

Maintain a good flow of entry sales job candidates through online search, maintaining relationships with local schools, and participating in job fairs. Conduct initial screen of job candidate and recommend to manager in need of staff. Make sure proper probation documents are given to new staff and monitor and communicate with manager whether new staff meet company standards to pass probation. Identify areas where staff need additional training.

**Finance**

Help business development director in compiling timely financial statements of each individual stores. This includes quarterly income statements, cash flow, and balance sheets. Compile necessary financial information to determine whether projects required ROI standards.