

Reports to: Group Sales Manager

Department: Sales

Location: Brisbane Head Office

Full-time

Immediate start

Business Development Manager

About goa

We are Queensland's leading independent out-of-home media company, delivering high-impact billboard campaigns across Brisbane, South East Queensland and nationally through our Alliance network.

Family-owned and proudly local, we combine deep market knowledge with commercial thinking and bold creative delivery. We partner with brands and agencies to turn big ideas into high-performing campaigns and we move fast.

At goa, we value integrity, creativity and ambition. We back our people, expect initiative, and reward performance.

If you want real exposure to major campaigns, meaningful client partnerships and the pace of high-performing media sales, goa is where you can build your career in media.

The role

The Business Development Manager is responsible for driving billboard advertising and production revenue through strategic client management and proactive new business development.

You will professionally service direct clients while building meaningful, revenue-generating relationships with key decision-makers including Marketing Managers and business owners.

This role focuses on protecting and growing existing market share, while consistently identifying, pursuing and converting new business opportunities to expand goa's footprint.

Key Responsibilities

- Achieve and exceed individual Sales Revenue KPIs as set by the QLD State Sales Manager
 - Proactively prospect, generate and convert new business opportunities through structured outreach, networking and cold calling
 - Build and maintain a strong, active sales pipeline with clear revenue forecasting
 - Deliver a high level of professional client service across all touchpoints
 - Develop strategic, insight-led advertising proposals tailored to client objectives
 - Maintain deep, market-leading knowledge of goa's products, audience data and competitive landscape
 - Protect and grow existing accounts, identifying upsell and cross-sell opportunities
 - Oversee campaign delivery requirements, including coordination of creative, operations and finance processes
 - Maintain accurate CRM records, revenue tracking and individual strategy documents
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Management Reporting/Systems

- Maintain accurate and up-to-date CRM records, including pipeline, forecasting and opportunity tracking
 - Submit weekly updates aligned to individual targets
 - Ensure accurate revenue forecasting and pipeline visibility
 - Coordinate booking confirmations, trading approvals and internal administrative requirements to support campaign delivery
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External Market Representation

- Represent goa professionally in market, building strong relationships across direct clients and key decision-makers
- Proactively grow market share within your territory through structured prospecting and account development
- Deliver timely, high-quality responses to briefs and client enquiries
- Present and position new products and opportunities aligned to client objectives
- Maintain a proactive, solutions-focused approach to achieving client outcomes

Sales Team

- Contribute actively to Brisbane Sales meetings, sharing pipeline updates, market insights and growth opportunities
 - Collaborate with peers to drive territory strategy and collective performance
 - Contribute to a positive, accountable and highperformance team culture
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Performance & Expecations

You are expected to operate within a high-performance, revenue-focused environment.

- Consistently achieve or exceed agreed revenue and activity KPIs
 - Maintain a healthy pipeline with clear progression and forecast accuracy
 - Drive new business acquisition through structured prospecting and outreach
 - Protect and grow existing client revenue through strategic account management
 - Take full ownership of campaign lifecycle from proposal through to repeat business
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Competencies & Qualifications

- Strong commercial acumen and negotiation skills
- High-level communication and presentation ability
- Ability to manage multiple opportunities and deadlines simultaneously
- Self-motivated with strong organisational discipline
- Confident working autonomously while contributing to team outcomes

Desirable: Media or Advertising qualification

Preferred: Previous media sales or customer-facing sales experience

At goa, we operate within a focused, high-performance culture. We value initiative, consistency and people who take ownership of their results.

If you're ready for your next challenge and a career in media email your CV and Cover Letter to The Hiring Manager at careers@goa.com.au