



Interlex Communications: Director of New Business Development - New Position Featured on multicultural.com

MMRNews is pleased to announce a new position now featured on Multicultural Marketing Resources' Career Center at multicultural.com: **Director of New Business Development at Interlex Communications.**

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Company: Director of New Business Development

Location: San Antonio / New York City

Interlex Communications is a full-service advertising agency with General and Multicultural Market accounts. The agency focuses on national brands that offer products and services with intrinsic human benefit to multicultural communities, as well as public sector accounts.

The role of the **Director of New Business Development** is to network, cultivate relationships, seek out opportunities to pitch new accounts, lead pitch teams, analyze research, develop proposed marketing strategies, collaborate with creative/media/account teams to deliver solutions to potential new clients, and ultimately help grow the agency's client base. The position may be based in either San Antonio or New York, requiring frequent travel.

The requirements of the role include extensive experience in advertising and multicultural marketing, knowledge of the Latino, African American, and Asian American markets, a zeal for developing relationships and pursuing opportunities, a commitment to contributing back to multicultural communities, and at least 5-7 years of industry experience.

Interlex Communications, Inc., is one of the nation's leading advocacy, social and cause marketing agencies, specializing in reaching multicultural and traditionally underserved audiences on behalf of socially conscientious Fortune 500 companies, government agencies, and major NGO's.

To apply: Send resumes and cover letters to info@interlexusa.com
<http://interlexusa.com>