



OpenCircle™

OPPORTUNITY PROFILE

Director, Business Development



The Organization

Building on nearly 40 years of experience as Merit Contractors Association, OpenCircle elevates employers and employees by supporting well-being in work, life, and the spaces in between. As a membership association supporting construction and industry partners across Canada, OpenCircle supports its client companies and their employees with sustainability and growth. As changes occur globally and at home in Canada, they shine the spotlight on the employer-employee relationship, encouraging diverse thinking on how to best support employees and their families.

To learn more, visit opencircle.ca

The Opportunity

The Business Development & Engagement department is responsible for driving growth in new Member sales within established target markets. The primary function of the department is to educate prospective Members about the unique offerings and increase OpenCircle's membership base within the defined target markets.

The Director, Business Development – South (the "Position") is responsible for supervising and leading the Business Development & Engagement department in the Southern regions of the organization's target markets. The Position will provide guidance to the Business Development & Engagement department in generating leads, building relationships with prospective Members, assisting in the development of proposals and presentations, making sales and creating marketing campaigns.

The Position reports directly to the Vice President, Membership Services, and has close internal working relationships with the External Stakeholder Relations, Communications & Marketing, and Member Benefits departments.

This position will work closely with the Business Development & Engagement department to provide guidance throughout the sales process and develop new strategies for the department. External relationships will include interacting with both current and prospective Members and industry partners.



Key Roles & Responsibilities

The following is a high-level description of the Position's responsibilities and is not intended to be all-inclusive:

- Sell the OpenCircle membership to prospective Member organizations by carrying out the end-to-end sales process, including lead generation, information sharing with prospective Members, and closing sales.
- Oversee and monitor the Business Development department in the Southern region to ensure metrics are being met, tasks are being completed, and strategic initiatives are being implemented.
- Work collaboratively with the Director of Business Development North on common initiatives and goals.
- Establish and maintain strong relationships with prospects and Members.
- Build and foster a network of referrals and a pipeline of prospective Members to create new opportunities for sales growth.
- Create and deploy all sales goals and objectives across the organization, including preparation of sales quotas and budgets.
- Develop, administer, and maintain a comprehensive sales program that ensures continued growth and industry leadership.
- Manage existing services and lead the ongoing development of enhancements and new services.
- Develop new membership products based on Member needs and feedback that both attract and retain Members.
- Build and maintain ongoing awareness of new services, competitor activities, and other research.
- Monitor and determine product and service lifecycles for the organization.
- Collaborate with the Executive Team and the Director of Business Development North to develop both short- and long-term strategic plans for the Business Development & Engagement department that align with the organization's strategic objectives.
- Achieve monthly and quarterly sales and lead generation targets.
- Research and understand target markets, industries, and prospective Member profiles to identify prospects.

- Conduct sales forecasts and produce regular reports on lead generation activities, pipeline status, and progress toward targets.
- Gather and analyze feedback from different departments, Members, and conduct market research to set the strategic vision for existing products and the development of new products.
- Collaborate with the internal departments to develop and refine lead generation strategies and campaigns.
- Partner with departmental leaders across the organization to ensure cohesive operational alignment and effective communication between office locations.
- Act as the Calgary office leader and ensure the workspace remains welcoming, organized, and conducive to productivity.
- Set the tone for a positive, supportive, and collaborative Calgary office environment by creating regular opportunities for the Calgary team to connect and collaborate, and ensuring the office reflects the organization's values through day-to-day interactions and behaviours.

The Person

Qualifications & Education Requirements

- Post-secondary education in business administration, marketing, or related fields are considered an asset.
- 6 to 10 years of experience in business development, account management, or sales position with a proven record of sales growth; supervisory experience is preferred.
- Knowledge of the construction industry and related relationships is considered an asset.
- Knowledge of group benefits and membership programs is considered an asset.
- Strong communication and interpersonal skills (verbal and written), with excellent negotiation abilities.
- Ability to make sales and increase sales funnel using a variety of media.
- Strategic thinking, problem-solving, and resolution skills.
- Demonstrated knowledge of customer relationship management (CRM) databases.
- Demonstrated strong teamwork, organizational, planning and leadership skills.
- Desire to promote team building and ensure a strong team environment is achieved.

- Ability to build and maintain strong relationships and partnerships.
- Ability to explain complex concepts clearly.
- Demonstrated technical proficiency to apply knowledge of grammar, punctuation, structure, spelling, tone, proofreading, clarity, and organization.
- High level of proficiency with Microsoft Office 365.
- Provides and practices sound judgment using independent decision-making.
- High level of integrity, confidentiality, and accountability.
- High attention to detail and organizational skills.
- Creative and innovative thinker.
- Ability to use tact and diplomacy when handling sensitive information.
- Valid Alberta Class 5 driver's license (or provincial equivalent).
- Ability to travel within and across Alberta (including quarterly travel to Edmonton, Alberta) and, on occasion, to other provinces when necessary.

Knowledge, Skills & Attributes

Relationship and Communication Skills – Solid, dynamic and engaging communicator with the ability to inspire others. Excellent presentation skills. Able to establish new and build upon existing relationships with all internal and external stakeholders, including public officials, airport tenants, businesses, employees and the public.

Creative and Strategic – Invests resources in well-designed initiatives. Creates a structure to deliver organization-wide results and achieve objectives. Is open, transparent and collaborative, always looking to new ideas to create further efficiencies and opportunities for the organization. Proven ability to balance strategy and the tactical day-to-day operations. Ability to solve challenging problems and provide effective solutions.

Leadership with Integrity – Able to lead through influence and build consensus. Has a proven ability to create and sustain a shared vision, act as a role model and be innovative in finding strategic ways to address the issues. Acts with integrity and strong ethics to foster trust at all levels. Understands the importance of governance policies

Client Service Skills – Confidence in ensuring that customers' needs are identified and addressed, ensuring appropriate consultation with all members and stakeholders and ensuring timely, cost-effective and quality service.



Personal Management Skills – Demonstrate self-confidence and interpersonal versatility, self-motivation, self-discipline, strong work ethic, initiative, innovation, perseverance, integrity and political acumen. Excellent organization skills to work on numerous projects and coordinate multiple activities.

Achievement Orientation – Demonstrated planning and project management capabilities. Continuously seeks to stay current and be at the forefront of their field. Driven toward achieving results, understands organizational challenges and is a progressive “idea person”. Committed to excellence, innovation and continuous improvement in the workplace. Encourages others to achieve personal excellence.

Resourceful – Has an entrepreneurial mindset. Seeks out opportunities and develops new ideas; moves them forward. Utilizes all the resources available to get the job done. Creative and takes advantage of opportunities, while recognizing the necessity of working within limited resources.

Professional Maturity – An honest, open and consistent approach to working with others in the organization. Fair and people-oriented with excellent interpersonal skills. Capable of dealing with difficult situations effectively and efficiently.

Team Builder – Possesses a strong ability to work within a team. Embraces the team culture. Builds and motivates a high-performance team. Ensures the right people are in the right roles at the correct times; fosters commitment, trust and collaboration among staff, leaders and stakeholders. Is astute in establishing and maintaining effective, positive relationships both internally and externally.

Compensation

A competitive compensation package, including an attractive base salary and excellent benefits, will be provided. Further details will be discussed in a personal interview.

Express Your Enthusiasm

Leaders International values diversity, equity, and inclusion in all aspects of our operations. Candidates are invited to contact us directly with any accommodation requests.

To apply, please email your cover letter and resume (PDF or Word document only—preferably as one document) to **Sonny Kapoor or Luke Shin** at apply@leadersinternational.com, indicating the job title in the subject line.

Leaders International Executive Search
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