



BUSINESS DEVELOPMENT MANAGER, Western Canada

e=mc² events / e=mc² productions is seeking a skilled individual to join the team in Calgary in the full-time role of Business Development Manager. The Manager is responsible for improving the company's market position and achieving financial growth by implementing the strategic plan and executing tactics to achieve sales targets in the target markets.

You are a self-directed, go-getter with a proven record in sales. You are well connected with decision makers and are plugged in to the pulse of the MICE industry. Travel, evening and weekend work is a fun and interesting aspect to this role; being bilingual is an asset. You attend events regularly - ours, industry, business – to build relationships in a wide variety of sectors and geographic areas.

Your ability to identify business opportunities, build key customer relationships, negotiate and close business deals are your greatest assets. You have exceptional communication skills and can write creative proposals and pitch dynamic presentations to clients and partners in collaboration with the production team. Your creativity and sense of fun is professionally packaged; making you welcome and at ease in all business environments.

Company Profile

e=mc² events / e=mc² productions is a full-service live event and conference, design, management & production company. With 20+ employees, two office locations and over 22 years of experience, our diverse team offers a wide array of expertise and a demonstrated commitment to innovation, strategy, design, and production, backed by our unmatched reputation for experiences that matter. We are process driven and committed to creative design, financial responsibility, trusted relationships and believe that emotionally intelligent experiences are the ones that resonate most.

If you are the person with the right qualifications and fit for our team, please submit your resume and cover letter bdrecruiting@emc2events.com.

BUSINESS DEVELOPMENT MANAGER Western Canada

Position Summary

The Business Development Manager is responsible for improving the company's market position and achieving financial growth by implementing our strategic plan and executing tactics to achieve sales targets.

Duties and Responsibilities

- Building key customer relationships, identifying business opportunities, negotiating and closing business deals and maintaining extensive knowledge of current market conditions, as all of the above relates to the Alberta market.
- Gather intelligence on customers/clients and competitors, conduct market analysis, and devise strategies for generating new business.
- Identify specific regions, marketing opportunities, and target markets that would welcome the e=mc² products and services.
- Generate leads and follows through on sales activity to secure the sale
- Oversee proposal and sales presentation management and writing for dynamic presentations to clients and partners.
- Assist in establishing revenue forecasts and sales targets.
- Meet quarterly and annual sales targets and profit margin goals.
- Advise, develop and implement sales policies and processes.
- Select vendor alliances that will provide maximum exposure.
- Attend trade events directly linked to the success of targeted markets and business growth.
- Collaborate on marketing and website decisions to ensure strong sales tools.
- Recommend and implement sales tools, forms, processes, CRM, equipment as required to effectively present and sell event and conference products and services.
- Uphold the Manager responsibilities as outlined in the company Health & Safety program and policy.
- Travel is required as well as work on weekends and evenings.

Skills and Qualifications

- Previous successful sales experience for live event, conference, show program management and production.
- Ten years of proven experience in business development and sales
- Post-secondary education in Business, Hospitality or related industry
- Proven record of outstanding ability to negotiate and close a sale.
- Advanced knowledge of the SalesForce platform an asset
- Advanced skills in computer programs – G Suite products and IOS platform experienced preferred.
- Proven revenue generation, and strategy and management experience
- Excellent communication – strong writing and verbal presentation skills and ability to update social media channels ie. Twitter, Facebook, LinkedIn.
- Self-directed and motivated
- Analytical and financial skills.
- Must be able and willing to travel, as determined by target markets.
- In office work attendance required – days to be determined.
- Evening and weekend work will be required.
- Current valid passport
- Able to work independently and collaborate with a team.
- Bilingual in English and French preferred, other languages an asset.

Reporting Structure

Reports to the Senior Director, Business Development and works in collaboration with the rest of the business development team.

Job Category 2: Administration

H&S Role: Worker