

## **Business Development Coordinator**

We are a small but mighty group of talented professionals who dedicate their day to helping our members succeed. If you've been working in a Sales or Marketing role and you're enthusiastic about learning new things and being challenged in a supportive and caring environment, then look no further. This is the job for you!

We're the **Heating, Refrigeration and Air Conditioning Institute of Canada** ([www.HRAI.ca](http://www.HRAI.ca)) and if you want to be part of an organization that's making a positive impact on Canada's environment, you'll want to work with us. We're a not-for-profit national trade association that represents and advocates for member companies in the heating, ventilation, air conditioning and refrigeration industry. Our members include wholesalers, manufacturers, contractors, and other professionals with an interest in this industry and improving its impact on the environment.

We're looking for talented and committed **Business Development Coordinator** to join our team at HRAI and deliver a high level of satisfaction to staff, the management team as well as our members and customers. We hope this search ends with you.

### **The Role**

You'll assist in the development and growth of our membership base by creating prospect lists through various lead generation activities, lead tracking, building relationships and creating and executing associated membership marketing activities. You'll participate in creating and executing retention activities that build value for our members. You will also participate in the identification, analysis and implementation of new programs and activities that support the growth and development of the association.

### **Key Activities Include:**

- Support the identification and development of new business opportunities by generating leads, maintaining client relationships, and coordinating outreach activities
- Assist in the development of collateral that supports key messages to identified target audiences
- From various sources, look for new prospects to connect with about membership and other HRAI initiatives (such as training, events etc.)
- Participate in the development and execution of inbound marketing strategies, and creation and understanding of the sales funnel for new memberships across all membership divisions
- Utilize an effective CRM process, including but not limited to HRAI's current database system
- Maintain a thorough understanding of HRAI product and service offerings
- Develop a deep understanding of the HRAI membership value proposition
- Participate in various tradeshow events to help promote HRAI and their products and services
- Provide administrative support and planning for the membership renewal process and the new member onboarding process

- Maintain reports and organize assets in order to support the analysis of overall membership activities, performance and learnings

### **You'll be a great fit for this role if you are:**

- **An excellent verbal and written communicator** – you always get your written and verbal messages across clearly and effectively for all audiences.
- **Organized** – you manage your time to handle competing priorities and maintain a high level of accuracy. You're detail-oriented, take accountability for your work, and never sacrifice quality.
- **Collaborative** – you have excellent interpersonal and relationship-building skills, and you enjoy working with internal and external teams to learn about their needs.
- **A Problem Solver** – you're analytical and can think critically to find creative solutions to complex problems, even if it means changing the course of action.

### **Skills & Abilities**

- A post secondary degree/diploma in sales, marketing, business, administration, social sciences or related field
- Minimum three years of related work experience in a sales or marketing environment
- Previous experience using a database or CRM including updating, maintaining and reporting
- Solid understanding of inbound marketing activities
- Proven ability to build relationships
- Strong analytic skills Technical aptitude with average to advanced computer skills in MS Word, Excel, Outlook and PowerPoint
- Professional communication and interpersonal skills to interact effectively with a broad range of internal and external stakeholders
- Strong time management and organizational skills
- Able to work as part of a team as well as independently, with minimal supervision
- Ability to work in a fast paced and changing service delivery environment
- Strong problem solving skills and attention to detail
- Strong sales acumen
- Excellent time management and organizational skills
- Works well under pressure and enjoys working towards ambitious targets and tight timelines

### **Working with HRAI**

This role is available to applicants across Canada and would be 100% remote for any successful applicant living outside of the Greater Toronto Area (GTA). If the successful applicant lives in the GTA then they will be based at our home office in Mississauga. Currently due to COVID, HRAI staff are working a hybrid of in-office and at-home on a scheduled basis.

We offer a competitive salary for this FT permanent position which will be commensurate with experience, 3 weeks paid vacation, paid benefits including a Health Spending Account, eligibility to join our RRSP plan after 1 year, and annual funding for continued development of our staff.

Our cohesive team is service-oriented, transparent, and passionate about meeting the needs of our internal and external customers. We believe in an open, honest, results-oriented business approach. Our team is also learning oriented, open to change, and enjoys the variety in the work that we do.

We strive to build a team that reflects the diversity of the community we work in and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, and people identifying as LGBTQ2SI, veterans, and people with disabilities. If we can make this easier through accommodation in the recruitment process, please contact us [jobs@hrai.ca](mailto:jobs@hrai.ca).

If this sounds like the job you've been looking for, we can't wait to hear from you! To apply for this position at HRAI, please send your resume to [jobs@hrai.ca](mailto:jobs@hrai.ca).