

## **Job posting: Business Development Associate**

Want to join a tightly-knit team of skilled and fun professionals? We are launching three impactful, large-scale events in 2019 and are looking for a dynamic, consultative individual to join the team. Integrity, energy and empathy are a must. Reach out if you fit the bill.

### **About The Connect Partnership Group**

Our team has decades of combined experience in delivering a full suite of services. Including Exhibitions, Specialized Events, Conference Writing, and Production. We have worked on an impressive portfolio of events and conferences, our experience is end to end, in the production and execution of over 150 events worldwide.

### **About the Position**

Reporting to the Business Development Manager, the Business Development Associate will be responsible for, but not limited to:

- Making cold calls and having several conversations with clients daily.
- Consultatively sell effective event, advertising and sponsorship solutions.
- Develops long term account relationships through regular calls and visits, offering information on the customer's sector and sending information.
- Identifies opportunities for cross-selling within the company's portfolio.
- To actively seek new customers from all relevant sources including trade press, competitors.
- Preparing and entering all contracts and/or supporting paperwork and client communication in our database.
- Utilizing the CRM tool to track, build and monitor your sales plan.
- Communicating all sales activity and forecasts in the team meetings and weekly reports.
- Participating in outside events that will promote the company as a critical member of the industry and community, such as networking events, breakfast clubs, and industry events.
- Assisting in the coordination of move-in/move-out, the development of show features, and providing on-site support during events.

### **Requirements**

As an ideal candidate your background will include:

- 2+ years of experience in B2B sales, preferably within events, advertising, sponsorship or marketing (intangibles)
- Demonstrates high call rates and good written proposals
- Able to report figures and forecast pipeline accurately
- Creative thinker – to be able to generate ideas to improve sales, and identify new business opportunities
- Experience in the use of CRM systems is an asset
- Excellent communication, negotiation, and interpersonal skills.
- Strong working knowledge of Word, Excel, and PowerPoint and the internet.

### **Benefits**

The Connect Partnership Group offers a unique and exciting work environment, with an opportunity to be part and make a difference in this new company. Compensation will be a mix of salary, commission and bonus. Health benefits will be offered after 3 months.

Must be legally eligible to work in Canada. This is a Calgary based position and please note at this time we do not offer remote work opportunities or relocation/sponsorship assistance

If you, or anyone you know, is a qualified candidate and is interested in this opportunity please send a resume and salary expectations, in confidence, to [cintia.lutz@theconnectgroup.ca](mailto:cintia.lutz@theconnectgroup.ca).

Thank you for your interest. Only those selected for an interview will be contacted.