

POSTING

Title: Business Development Manager

VRCA

With over 760 members, the Vancouver Regional Construction Association (VRCA) is the largest and most inclusive regional construction association in British Columbia and the 5th largest in Canada. As a well-established not-for-profit association with an ever-evolving suite of programs and services, we support union and non-union general and trade contractors, manufacturers, suppliers and professional services providers, who operate in the multi-billion dollar industrial, commercial, institutional and high-rise residential construction industry throughout the Lower Mainland.

Our office is centrally located at 3636 East 4th Avenue, near the corner of Lougheed Highway and Boundary Road.

Position Summary

Reporting to the Director of Operations, the Business Development Manager (BDM) is responsible for delivering VRCA's revenue goals by maximizing the association's business development potential. A talented relationship builder and natural dot-connector, the BDM thrives on engaging members and prospective members as their advocate and trusted advisor. Equipped with a consultative approach to selling and curious by nature, the BDM actively listens and seeks to understand a business' vision, goals and needs before sharing if and how VRCA's programs and services can enhance their success. Core to the BDM's success is their ability to (a) build relationships, identify needs and close sales with companies that contribute to the high quality of VRCA's membership base and (b) mitigate churn.

Primary Responsibilities

- Prospect outreach
 - Use VRCA's extensive database of members and prospects and other sources to develop and maintain a sustainable sales pipeline.
 - Proactively meet with prospects – through site visits, presentations, networking within the industry – and maximize conversion of those prospects to members.
- Member outreach
 - Proactively engage members, communicate value in every interaction in order to retain them and mitigate churn.
 - Research local market activity and leverage social media to identify, support and promote members' work within the industry.
- Actively promote VRCA's product offering in every interaction and, on the basis of industry feedback, work with the VRCA team, to develop new or enhanced programs and services.

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Qualifications

- Degree/diploma in sales and marketing or related field, with strong business acumen, entrepreneurial spirit.
- At least 5 years proven track record in cultivating sound business relationships, closing sales and building business.

Knowledge and experience

- Construction industry knowledge is considered an asset.
- Proficient user of CRM software.
- Strong database management and organization skills.

Competencies

- You are passionate about helping others succeed.
- You are a keen listener and curious by nature.
- You have a natural ability to engage a wide spectrum of industry professionals, in person, by phone, on email and via social media (LinkedIn, Twitter & Facebook).
- You are a self-starter, driven by being the best at what you do, comfortable working in a goal-oriented environment and motivated to achieve your goals.
- You have superior communication, writing and presentation skills.
- You are able to think creatively and critically while working both individually and as an active participant in a small team.
- You are professional, accountable, customer-centric and have a positive outlook.

Working Conditions

- You will:
 - Spend most of your time researching the industry and engaging members and prospects.
 - Spend at least 50% of your time out of the office visiting with members and prospects.
 - Hold a valid and clean BC Driving License; access to a vehicle is essential.
 - Have flexibility to attend VRCA and non-VRCA daytime and evening events.