Position: Business Development Manager – Canada

Application deadline May 24, 2019

Applications submitted to Ian Cann, Director, Americas at icann@icef.com

Preferred Start date: June 1, 2019

Company: ICEF

As a global leader in international education, ICEF is committed to advancing the industry through the promotion of best practices, strengthening of global networks, and sharing of insights and analysis on the latest industry trends and data.

ICEF supports global student mobility by connecting international education institutions, student recruitment agents, and relevant education industry service providers through their global programme of networking events. Our events include multi-track seminar series, expert panels, presentations, one-to-one business meetings, exhibitor showcases, familiarisation tours, and further networking opportunities.

Their industry-leading business development and market research publication, ICEF Monitor, delivers the latest market intelligence for international student recruitment.

Role:

The incumbent will play a key role in one of ICEF's major markets – Canada. They will be responsible for planning and executing all sales activities within Western Canada (BC through Manitoba). The role will require travel across the assigned territory and to selected international events and conferences.

The client base includes all education sectors from language schools to higher education establishments, service providers, and provincial, national and federal associations/bodies.

Candidates must be experienced in sales and must be self-starters, self-motivated, and comfortable with working from home in a geographically dispersed team. They must demonstrate superior time management skills and be able to meet sales targets and deadlines.

The successful candidate will thrive in a solution sales environment, helping our customers achieve their marketing and recruitment goals. They should be capable of dealing with senior management and owners of some of the biggest schools and universities across Canada.

JOB REQUIREMENTS

* Experience in the education sector
* Bilingual in French and English preferred but not required
* Ability to travel domestically and internationally
* Based in Western Canada
* Canadian citizen or permanent resident of Canada, preferred

MAIN TASKS AND RESPONSIBILITIES

* Sells ICEF events, products, and services by establishing contact and developing relationships with prospective and current clients
* Maintains relationships with clients by providing support, information, and recommendations
* Demonstrates product and market knowledge and delivers professional development sessions
* Schedules virtual and in person meetings with schools in respective territories
* Works with local and provincial associations/bodies to support their work and leverage ICEF
* Negotiates with clients and develops sales proposals
* Provides excellent customer service and ensures client satisfaction
* Monitors and adjusts sales strategy to meet and exceed annual targets
* Works as part of the Canadian sales team, supporting colleagues and aiming to reach team targets