



Associate, Business Development

Position Summary:

OTEC is an independent, not-for-profit training and human resource development organization dedicated to increasing professionalism in tourism/hospitality and service related businesses and sectors within Ontario, the U.S., and internationally. Started as the Ontario Tourism Education Corporation, OTEC has evolved into a customer service focused Training and H.R. Solutions business.

As a leader in the tourism and hospitality sector delivering recognized training, human resource and workforce development programs, and the tourism sector council representative for the Province of Ontario, OTEC supports the training, certification and skills development for the tourism and hospitality industry.

OTEC has numerous partnerships within tourism & hospitality, education, transportation, policing, government, Provincial associations, as well other sector clients including some of Ontario's and Canada's top healthcare providers.

OTEC is a relatively small, dynamic organization with an entrepreneurial spirit which requires all employees to work as a team and to assist with client services whenever required i.e. answering phones, responding to questions, database management, assembling direct mail materials, filing, and participating in trade shows and exhibitions as necessary.

The Business Development Associate role is a junior developmental, but progressive position within OTEC, and is accountable for contributing to, and achieving sales results for the organization. This position will be directly responsible for developing the Secondary School Education market in Ontario in addition to other client groups to be defined. OTEC is committed to training the successful candidate who possesses relationship-building skills, an exceptional attitude, and customer centric focus.

Reports to: Vice President, Client Services

Responsibilities:

- Attract new business and maximize existing client relationships;
- Business development for the education market including Private and Public High Schools and Boards of Education and for other defined sectors i.e. Healthcare, Transportation, Hospitality for all OTEC Human Resource and Training products and services;
- Establish excellent relationships with clients, teachers, associations and partners;
- Stimulate leads through the web, industry lists, referrals, trade shows, conferences, meetings and telephone contact ;
- Monitor bid sites for RFP's, maintain up-to-date information, and make recommendations for responding to RFP opportunities;
- Contribute to the development and execution of annual sales and marketing plans;
- Develop and manage sales proposals and contracts;
- Forecast sales on a monthly basis;
- Monitor and report on business building and sales results;
- Speak at conferences;
- Contribute to e-newsletter, website updates, marketing and communication activities;
- Contribute to annual strategic plans;



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- Contribute to ensuring budgets and goals of the organization are met;
- Support President & CEO and Vice President with reports, presentations, updates and communications concerning above mentioned activities;
- Support OTEC office as required: telephone, direct mail, shipping, luncheons, training sessions etc;
- Support all members of the team as required;
- Utilize ACT to manage and update client database;
- Overnight travel for national meetings, conferences, or for business development will be required on occasion;
- Other duties as required.

Competencies, skills and experience:

- Comfortable seeking out and closing new business;
- Results-oriented;
- Demonstrated track record in sales achievement or relationship-building;
- Strong customer service orientation and attitude;
- Project Management skills;
- Ability to multi-task, prioritize, problem solve and to work within deadlines;
- Able to take direction and be mentored in this role;
- Self motivated and confident to work with little supervision;
- Organized with attention to detail;
- Flexible and adaptable;
- Exceptional interpersonal skills and team player;
- Exemplary written and verbal communication skills; with ability to draft reports and proposals;
- Comfortable presenting to various levels of clients and partners;
- Research and analytical skills;
- Good telephone manner and etiquette;
- Excellent computer skills, including MS Word, Outlook, Excel, and Powerpoint.
- Database management experience with software such as ACT is ideal.

Qualifications:

- University or College degree/diploma;
- Ideal candidate will preferably have a minimum of 2 years experience including a combination of business to business sales development, proposal writing, budget management and project management, although a new graduate who is focused on a progressive career in sales/marketing may be considered;
- Training and/or Human Resource Product Sales Experience, and related industry experience is beneficial.
- CTDP (Certified Training and Development Professional) designation is an asset

Office location: 21 Four Seasons Place, Suite 300, Toronto, Ontario, M9B 6J8. (Location is Hwy 427, The East Mall, and Burnamthorpe Rd. East area). Although accessible by public transit, a car will be required for client meetings.

Please forward resume and covering letter to: Wendy Paradis, Vice President Client Services; wparadis@otec.org. and indicate salary expectations. Only candidates selected for an interview will be contacted and we thank you in advance for your interest.

OTEC website: www.otec.org