



March 16, 2007

Job Description

Position: Business Development Manager
Job Type: Full-time
Location: Kingston
Salary: Commensurate with experience

RESPONSIBILITIES:

- Broker Management and Development
- Work with Market leaders to create, coordinate and track office marketing and sales activities within the context of a broader strategic marketing plan:
 - Events / Seminars / Exhibitions
 - Monthly sales meetings
 - Direct marketing campaigns
 - Corporate hospitality
 - Sponsorship and community relations
- Implement and support broker contact strategies to ensure effective follow-up in conjunction with campaigns or events
- Lead sales presentations
- Assist in monitoring broker sales

Sales & Marketing Process Support

- Review sales pipeline on a weekly basis; report status to selling leaders, LOB and market leaders
 - Serve as liaison between brokers and internal staff
 - Pro-actively introduce products lines
- Assist with the design, coordination and implementation of internal sales and marketing events, campaigns and training
- Analyze sales and marketing efforts and furnish reports

Business Management

- Ensure broker contact information is current in all systems
- Research, gather and manage information on prospective brokers, competitors and industry sectors:
 - Track clippings in local market and industry publications
- Manage and disseminate local office marketing resources including all promotional materials, collateral, presentations, new intellectual capital and competitor intelligence
- Implement and monitor corporate brand standards
- Assist in the sales proposal process
- Build knowledge of local venues, media, industry associations, marketing suppliers, etc.

Experience

- One to three years of marketing or sales experience, preferably in professional services environment
- Tactical marketing experience, including marketing plan execution and project management
- Direct involvement with the new business development process/sales function is an advantage, as is involvement with clients and professional contacts
- Strong technology systems experience a plus
- Experience creating and working with spreadsheets and graphs (PowerPoint, Excel)

Performance Attributes

- Excellent interpersonal and client relationship skills
- Excellent business writing skills
- Strong organizational skills, with ability to prioritize numerous tasks and complete them properly under time constraints
- Availability and willingness to work outside normal business hours on events and travel
- Proven keen attention to details
- Confident personal style
- Ability to work independently or as a team member
- Self-motivated, able to work with a minimum of supervision

Contact E-mail: info@relianthomemortgage.com