



Position: Business Development Representative

Our vision at Electricity Human Resources Canada (EHRC) is to build a world class electricity workforce - one that that will power our nation's grid, ensure reliability, and support a clean economy for future generations. We deliver critical business intelligence to inform labour market decision-making and lead the industry in shaping a safety-focused, highly skilled, and inclusive workforce.

As Canada's national voice for HR priorities in our sector, we are the only organization that brings together industry, academia, labour and policy makers to identify and forecast workforce priorities and find practical solutions to our most critical talent issues. That future must be built upon inclusive policies that support a skilled and diverse workforce. Canada's electricity workforce includes a much lower representation of women, Indigenous people, racialized people, persons with disabilities, LGBTQ+, gender diverse people and newcomers to Canada than is present in our overall population. EHRC is committed to working with the sector to help employers advance, integrate and prioritize diversity, equity and inclusion in their organization's policies, processes, culture, and workplace environment.

As such, EHRC is seeking a full-time **Business Development Representative** to support our initiatives in engaging with employers, unions, educational institutions and other stakeholders.

Reporting to the Senior Manager of Stakeholder Engagement, the successful candidate will be responsible for developing new partners, and sales revenue sources for Electricity Human Resources Canada (EHRC) in line with EHRC's current membership program, product and service offerings, expertise, and skills. The position will be target-focused with revenue generation expectations and milestones. The candidate must be comfortable making dozens of cold calls per day, working with channel partners, researching and qualifying prospects, following-up and passing on qualified leads and logging progress. In this role, you can expect to:

Key Responsibilities:

- Make at least 50-60 outbound cold calls and/or emails per week balanced with a possible 50-75 inbound leads/inquiries per week once awareness is built.
- Transfer qualified opportunities to the appropriate team members for further development (as required).
- Research organizations, identify key players, and generate leads and interest.
- Work collaboratively with EHRC employees and marketing department to drive revenue.
- Follow-up with leads provided from other EHRC team members.
- Assist in formulating new product revenue streams and models and vertical business development strategies.
- Forge and advance private sector relationships with industry leaders, academic institutions, and potential partners including unions.
- Develop and maintain relationships to generate opportunities for project participation.



- Track all activities and opportunities in the Client Relationship Management (CRM) system.
- Other duties in line with the Mission and Objectives of EHRC as assigned.

Education and Experience

- 2-3 years inside sales/outreach marketing/customer service experience is mandatory, preferably in a B2B (business-to-business) capacity, and with a record of success.
- Excellent verbal and written communications skills in English.
- Track record of achievement.
- Proficient with corporate productivity tools especially a Client Relationship Management (CRM) system.
- Ability to multi-task, prioritize, and manage time effectively.
- Strong listening and presentation skills.
- Strong interpersonal skills.
- Affable team player who excels working with other of high performers.

Assets include

- Post-Secondary degree/diploma in a relevant discipline.
- Experience in association membership or sponsorship development a definite asset.
- A proven track record in developing strategic partnerships is a definite asset.
- An understanding of the needs and requirements of electricity and related organizations as well as related industries in Canada.
- Bilingualism is a huge asset.
- Experience with Insightly CRM.

Compensation and Work Environment

- One-year contract with possibility of extension
- Salary band is \$55,000 – 65,000/year plus commission on targeted goals and will be commensurate with experience and qualifications.
- Some travel across Canada is required.
- Competitive health benefits.
- Small office environment with team of 30 staff. Hybrid work model with three days in-office in compliance with public health protocols and 2-days work-from-home.
- Very close to public transport.
- All staff currently fully vaccinated against COVID-19.
- A supportive team environment good for professional growth.

To Apply

- EHRC is an enthusiastic equal opportunity employer and committed to providing an inclusive work environment. We encourage qualified applications from employment equity groups



including but not limited to Indigenous peoples, women, people of colour, people with disabilities, and members of 2SLGBTQ+ communities.

- Please contact us in confidence if you require accommodations at any stage of the recruitment process.
- To apply, submit your application cover letter and resume to Marie Mould at mould@ehrc.ca by April 14, 2023.
- We thank all candidates for applying but only those candidates selected for an interview will be contacted.

About Electricity Human Resources Canada (EHRC)

Electricity is one of Canada's essential utilities. More than 100,000 Canadians are involved in generating, transmitting and distributing it. Their work powers homes and businesses across the country, fuelling everything from light bulbs, cell phones and refrigerators to water treatment plants and road vehicle assembly lines.

However, in the face of changing demographics and technology, the industry's highly skilled workforce needs to grow and adapt. Electricity Human Resources Canada is an enabler, a research hub, a convener and an active partner helping industry meet these challenges to secure Canada's long-term electricity supply.