

Business Development Representative

The Research and Productivity Council (RPC) is NB's provincial research organization, a research & technology organization that provides analytical and applied research services. In business since 1962, we serve over 1000 clients annually from our locations in Fredericton and Moncton, New Brunswick.

We are recruiting to fill a position for a **Business Development Representative** who will work out of our Fredericton location and report to the Marketing and Communications Manager.

The Business Development Representative must be a dynamic person, capable of organizing and planning short and longer-term (up to year-long) business development initiatives. Professional and friendly, the Business Development Representative must be able to understand and streamline scientific and technical information in order to better support these initiatives, as well as supporting our existing clients. This role carries an element of client relationship management, as we strive to grow our services with existing clients through increased support and projects for key accounts. The selected candidate will be responsible for identifying and pursuing clients and sales opportunities, resulting in the achievement of revenue and business growth targets. The candidate will be comfortable with in-person and telephone interactions, as well as having good written communication skills. Sound teamwork is a must.

A key element of this role will be to understand RPC's current suite of services, make productive connections with clients and stakeholders, and pursue market opportunities, in concert with the rest of the Business Growth and Excellence team. The Business Development Representative will represent RPC in both public forums (trade shows, networking opportunities and events) and in business-to-business relationships, ensuring that our value proposition is properly articulated.

RESPONSIBILITIES INCLUDE (BUT ARE NOT LIMITED TO):

- Collaborate with key stakeholders to identify target markets and potential clients
- Working within identified corporate strategies, develop and execute plans to win new business from existing and new customers
- Gather relevant competitive/market intelligence that can help identify and leverage opportunities
- Ensure current client base needs are met in a proactive and timely manner
- Collect and analyze relevant business metrics and sales figures
- Create and track pipeline of opportunities
- Seek out and respond to RFPs, RFQs and other leads in collaboration with the larger team
- Help draft RFPs and proposals to bid on projects
- Represent RPC and act as brand ambassador
- Attend and assist at trade shows, conferences and other forums as required
- Collaborate in developing content for various platforms, channels and sectors

REQUIREMENTS:

- University degree in a related field; business, marketing, commerce
- 3-5 years of experience in a similar role
- Proven track record of ensuring customer retention and meeting revenue targets
- Ability to develop strong relationships, both externally and internally
- Action oriented and results driven focus
- Strong written and verbal communication skills in English
 - Bilingual (English/French) is an asset
- Science background considered an asset
- Experience presenting technical subjects to a group is an asset

COMPENSATION

Compensation range is \$60,000 to \$75,000. RPC offers a generous employee benefit plan including a defined benefit pension plan, Top Up for Maternity Leave, Wellness rebates, paid leave, and more.

TO APPLY

To apply please send your cover letter and resume to careers@rpc.ca referencing competition #BDR0824 on or before **August 23, 2024**.

Review of applications will begin as soon as possible and will proceed until a suitable candidate is identified. Only those applicants chosen for an interview will be contacted.

RPC is committed to the principles of employment equity, diversity and inclusion.

