



B2B BUSINESS DEVELOPMENT SPECIALIST

B2B BUSINESS DEVELOPMENT SPECIALIST (TERM POSITION – 1.0 FTE)

Mindfulness is a rapidly growing social enterprise that takes the depth of experience and proven outcomes from YW Calgary's leading work in mental health and conflict to build capacity for psychological safety in organizations. Reporting to the Program Manager, Mindfulness, the B2B Business Development Specialist is passionate about improving mental health, and has a flair for sales and technology.

You will have a proven knack for tracking and landing potential customers. In addition, you will also have a holistic understanding of what their pain points are and how you can help them. You are a go-getter who is excited to join a social enterprise in its early stages, and eager to work hard to become a key contributor to Mindfulness's success.

WHAT MOVES YOU

- You love to chase down leads, close deals and thrive on beating targets
- Using mindfulness to help people lead their best lives at work and at home
- Meeting sales targets and contributing to the overall program objectives

WHAT YOU'LL DO

- Generate, reach out, follow up and qualify leads and sales opportunities.
- Target and contact organizations in the global marketplace to identify customer fit and qualify leads.
- Prepare and deliver value-based sales presentations to showcase the product.
- Develop marketing and sales strategies and materials to support various stages of the sales cycle.
- Ensure Mindfulness grows its revenue through an increased customer base.
- Develop promotional strategies through digital, social and traditional media.
- Manage and track customer relationships through the different stages of the sales and acquisition cycle, ensuring accurate records.
- **Primarily office based work; possible visits to customer locations, and options to work remote with approval.**
- **This is a full-time, term position until March 31, 2022, with the possibility of an extension beyond term end date. Occasional weekend and evening hours may be required.**

WHAT YOU'VE DONE

- BComm, BA, BSc degree or equivalent of work experience.
- 3-5 years of B2B software intermediate sales experience.
- Strong passion for sales and sales processes.
- Experience working with a technology company or in a start-up environment would be an asset.
- CRM experience is extremely valuable.
- Highly organized and able to adapt to changing priorities.
- Experience using LinkedIn and social media sites to develop leads.
- Excellent written and verbal communication skills.
- Strong ability to execute work with an equity, diversity and inclusion lens.
- Exceptional attention to detail.
- Professional poise and confidence to interact with multiple internal and external audiences.
- Demonstrated passion for the work of the YW.

If you want to work to change lives, we want to meet you.

Competition Number: **2020070**

Deadline: December 14, 2020

www.ywcalgary.ca/work-with-us

Apply today with resume, covering letter and salary expectations to:

careers@ywcalgary.ca