

**Type of Position:** Full Time

**Position Title:** Business Development Representative

**Location:** Calgary, Alberta

**Start Date:** Immediate



### **About Glacier**

Glacier is a full-service marketing agency fully invested in informing and inspiring the next generation through powerful, positive advertising. We deliver unique advertising services for hundreds of higher-education institutions throughout North America.

### **About the Position**

Reporting directly to the VP of Client Services, the Business Development Representative is the driving force behind growing Glacier's presence in the marketplace. You will manage the end-to-end sales process for prospects and close new business accounts to develop profitable, long-term strategic client relationships in order to grow revenue and achieve client satisfaction objectives.

Working in conjunction with our Marketing team, you will focus on targeted outreach to prospective clients in an effort to drive Glacier's growth. The ideal candidate is detail-oriented, execution-focused, and has a very strong desire to achieve results.

### **Ideal Candidate Description**

- Enthusiastic, detail-oriented, and has a "can-do" attitude
- Outgoing, friendly and can quickly build rapport with both prospects and clients
- An ambitious achiever with a strong personal drive for success
- Able to maintain a high level of customer service standard
- An organized, phenomenal multi-tasker and project manager
- Adapt problem solver who can thrive in challenging situations
- Passionate about doing things right
- A quick learner and strong communicator
- Willing to travel and speak at trade shows or conferences

### **Tasks & Duties**

- Attains sales quota by creating and executing a business plan to exceed revenue goals and expand Glacier's value
- Develops mutually beneficial relationships with key decision-makers and influencers in assigned territory/accounts
- Leverages knowledge of prospect's business, industry, as well as Glacier's capabilities to establish value and create new opportunities
- Establishes and executes sales strategies that effectively present a solid business case to prospects, using competitive intelligence to best leverage Glacier
- Leads sales engagement and involves resources as needed to address prospect's needs and support their business goals
- Conducts negotiations on behalf of Glacier to secure sales that represent good business within the current sales framework, authorities and practices
- Captures and maintains all relevant information in the CRM system, and maintains accurate customer

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timelines and forecast data

- Effectively communicates how Glacier's products/services solve business problems
- Attend trade shows, conferences and events; leveraging the networking opportunities to grow relationships with prospective clients

### **Requirements**

- University degree in PR, Marketing, Communications, Business or a related field
- 4+ years of consultative sales experience in prospecting, developing and closing leads for new business within marketing, technology, public sector or a directly related field
- Demonstrated ability to exceed sales objectives over the course of several years
- Demonstrated ability to effectively negotiate and present intangible value
- Excellent time management, communications (oral & written), decision-making, presentation and organization skills
- Ability to travel internationally and attend events, representing Glacier in a professional and engaging way
- Excellent interpersonal, communication and customer service skills
- Entrepreneurial "get it done" attitude
- Experience with project management software (Asana, Hubspot) is an asset

### **Compensation**

- \$70,000 - \$75,000 experience dependent
- Uncapped commission
- Hybrid office and work from home schedule
- Profit share agreement
- Five weeks' vacation

Interested candidates can submit their resume to [robin@weareglacier.org](mailto:robin@weareglacier.org)