

**TITLE:** BUSINESS DEVELOPMENT SPECIALIST  
**LOCATION:** CALGARY, AB  
**PRIMARY VERTICAL FOCUS:** ALL  
**DEPARTMENT:** MARKETING  
**DEPARTMENT CODE:** 50  
**REPORTS TO:** DIRECTOR MARKETING

**PRIMARY ROLE:**

The business development specialist works within the marketing team providing support to the sales team in researching, identifying and qualifying opportunities that are marketing or research originated. They also provide local sales operations support such as managing showrooms & local office, attending tradeshow and hosting clients on an as-required-basis.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Lead generation military and commercial (end users – Military/Government and Industry, architects/AIA, engineers)
- Lead qualification (inbound and outbound)
- Federal and State Budget research (tools)
- Project research and analysis (database tools, web, ...)
- Sales operational support
- CRM data management (logging, reporting, briefings, planning, KPM tracking)
- Sales operational training, management, oversight and reporting
- If stationed outside of corporate office manage local office (mail, deposits, on-site events)
- Manage local showroom and events
- Interface with local industry partners

**Relationships/Interaction:**

- Deals directly with all facets of Sales and Marketing
- Develops relationships with the customer community
- Develops relationships with the Business Partners
- Works regularly with the entire Sales team

**POTENTIAL PROMOTION PATHS:**

- Regional Sales Management
- Consulting

**QUALIFICATION REQUIREMENTS****Education/Experience:**

- Bachelor's degree in a business or technical related function
- Two (2+) years' experience in Outbound Sales, Customer Relations
- Confidence, undaunted by and enjoy outbound calling of prospects and involved in an extensive and technical qualification process
- Strong analytical skills

**Competencies Required:**

- Very outgoing and cheerful personality
- Positive "can do" attitude
- Ability to communicate complex, technical and premium products
- Strong writing skills
- Promotes a professional company image
- Excellent customer service, sales and communication skills
- Phone system experience

- Strong proficiency on computers - MS Office 365, Email, CRM and other computer systems.

**TECHNOLOGY/ SOFTWARE:**

- Strong proficiency on computers
- Familiar with project research databases and other tools.
- CRM for tracking purposes. (currently Hubspot)
- Will need to become familiar with technology in use by partners in our showroom to support client visits and demos.
- Will need to become familiar with technology used by clients in their command centers.

**WORK ENVIRONMENT:**

- Position is based in Calgary
- This is not a home-based position
- Typical office work hours are 8:00 am - 5:00 pm however there will be occasional tasks required on evenings and weekends

**APPLICATION PROCESS:**

If you are interested and qualified or know of others who may be, please contact Human Resources at [careers@evansonline.com](mailto:careers@evansonline.com)

*This position is posted in tandem with an external search and shall remain open until a qualified candidate has been found. 1/19/21*