



August 2023

Manager, Business Development (Central)

Established in 2003, CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce is a trusted partner linking 2SLGBTQI+ businesses in Canada to the wider business community. It fosters economic growth by supporting and nurturing 2SLGBTQI+ businesses, entrepreneurs, students and allies, and by helping Canada's corporate world connect with the 2SLGBTQI+ business community. A leader in supplier diversity, it is also the certifying body in Canada for LGBTQ businesses.

Manager, Business Development

The Manager, Business Development is responsible for managing all 2SLGBTQI+ SME business development activities in the Central Region (covering the provinces of Ontario and Manitoba), with a particular focus on increasing participation in CGLCC's LGBTQ Supplier Diversity Program (SDP) program. The role is proactive and ensures consistent and regular SDP stakeholder outreach activities and communications, ultimately enhancing awareness and increasing stakeholder engagement, while driving revenue growth for CGLCC. Stakeholders include, but are not limited to, corporate partners, the Canadian business community, regional chamber affiliates, Supplier Diversity industry partners, media, and government. The role's purpose is to:

- Speak to, and be an advocate for, all CGLCC programming;
- Lead regional business development activities and execution of business plans to meet outreach and revenue goals:
 - Drive greater enrollment of 2SLGBTQI+ businesses in CGLCC;
 - Increase the number of LGBTQ businesses in the SDP program;
- Create strong relationships with regional network of ecosystem partners.

CORE ACCOUNTABILITIES

Business Development

The Manager, Business Development executes a range of business development activities, from developing and implementing strategies to creating new business opportunities and partnerships, to acquire new 2SLGBTQI+ businesses, achieving or exceeding set targets and growing the CGLCC brand presence. Specific duties include, but not limited to:

- Formulate and execute a regional business development strategy, which aligns with CGLCC's strategy, to drive greater enrollment of 2SLGBTQI+ businesses in CGLCC;
- Develop and implement strategies to actively recruit new business applicants into the CGLCC Supplier Diversity program, guiding them through the sales funnel from awareness to purchase;
- Work with the Manager, Membership Engagement to implement, follow and maintain processes for fulfillment of programming sold;
- Attend and actively engage in meetings, events and conferences to promote CGLCC and Supplier Diversity and certification, including providing external presentations on CGLCC's Supplier Diversity Program;
- Provide regular reporting on all activities and achievement of annual sales targets;
- Utilize CGLCC CRM tools to track and report all sales activities;
- Assist with the sales process for all CGLCC programming when required;
- Participate in onboarding and maintenance calls with corporate members located in the Central Region as required.

Managing Relationships

The Manager, Business Development builds and manages working relationships with CGLCC's internal and external partners, helping these partners accomplish their program objectives and contribute to CGLCC's strategic goals.

- Build and maintain open and effective communication with the 2SLGBTQI+ business community before, during and after business development activities, ensuring stakeholder satisfaction;
- Establish strong relationships and communications with ecosystem partners to create business opportunities;
- Build and maintain effective working relationships with internal partners in the execution of business development activities and initiatives.

Problem Solving & Ownership



The Manager, Business Development analyses and solves problems and addresses day-to-day issues to ensure smooth and efficient operations and help establish a supportive and empowering work environment and contribute to the accomplishment of CGLCC program objectives.

- Identify continuous improvement of business development processes, to attain high effectiveness and efficiency;
- Problem-solve complex business development scenarios, consulting with other CGLCC team, if needed;
- Resolve issues following CGLCC's standards, practices and procedures;
- Manage internal, external and sometimes geographically dispersed resources; and
- Identify alternative solutions and select the best solution to the day-to-day issues and problems, ensuring positive impact on the process and/or relationships with internal and external partners.

CGLCC & Personal Advocacy

The Manager, Business Development demonstrates personal leadership to fulfill the expectations of the role by taking ownership to personal development and assist in the development of others, guided by a strong commitment to the CGLCC mission and strategic direction.

- Ensure delivery of business development processes and initiatives, in alignment with the strategic direction of the CGLCC;
- Seek performance input from the Director, Business Development and other CGLCC team members to identify own performance gaps and inform personal development plan; and
- Provide leadership, feedback and guidance to the Business Development Coordinators, ensuring they continue to be advocates of the CGLCC in the performance of their job.

DESIRED COMPETENCIES & EXPERIENCE

Education:

- Bachelor's Degree in Business Administration, Sales, Marketing, Finance or related field

Skills & Experience:

- 2+ years in a Sales or Business Development position with proven experience;



- Experience in developing sound business development plans and strategy, including conducting market opportunity assessment;
- Exceptional negotiation skills;
- Knowledge of relevant products, services, distribution channels and segments;
- Keen research, analytic, organization and problem solving skills which support and enable sound planning and decision making;
- Strong integrity, credibility and dedication to organization's mission and strategic direction;
- Exceptional communication and relationship building skills with an ability to prioritize, negotiate and to work with a variety of internal and external stakeholders; highly developed presentation skills – verbal and written;
- Previous experience working in a not-for-profit environment is preferred;
- Experience working with the 2SLGBTQI+ community is considered an asset;
- Proficient technology skills using program management software, Microsoft Office Suite and CGLCC administration tools (HubSpot, G Suite);
- Highly motivated, self-directed individual.

Competencies:

- SERVICE FOCUS – strong commitment to meet or exceed the expectations and requirements of internal and external stakeholders
- RELATIONSHIP BUILDING & APPROACHABILITY – possesses the ability to connect with others, make people comfortable and feel accepted and easily build rapport while maintaining professionalism and celebrating diversity
- ORGANIZATION – excellence in effectively managing time by breaking work into manageable tasks, identifying and focusing on priorities and accessing the necessary resources to get the job done; able to assist multiple team members at one time with various tasks; has the adaptability and flexibility to adjust priorities
- ACTING WITH INTEGRITY - demonstrated ability to execute, deliver and follow through on key activities and commitments while staying honest, open and trusting; strong attention to detail to submit work or send communications without error; able to handle sensitive information
- COMMUNICATING EFFECTIVELY – ability to exchange verbal and written information with varied audiences, ensuring mutual understanding of ideas and issues



- CONTRIBUTING to ORGANIZATIONAL EXCELLENCE – finding new and better ways of working by applying learning, feedback and experience; able to work independently AND with the team.
- FLUENCY in both official languages is an asset

Terms

This is a home-based, full-time position. This position reports to the Director, Business Development, CGLCC.

This position is responsible for the geographic region of ON and MB.

NOTE: the successful candidate **must** reside in one of the provinces covered by this role.

Compensation

Salary will be based on skills and experience, within the annual salary range of \$65,000 - \$75,000. Group benefit plan coverage and annual vacation round out the compensation package.

Applications

Please submit one pdf document including a cover letter and CV to careers@cglcc.ca. Clearly indicate in the cover letter the role in which you are applying.