

POSITION AVAILABLE

**BUSINESS DEVELOPMENT OFFICER
PART-TIME**

In 1974, Pearson College was founded as Lester B. Pearson United World College (UWC) of the Pacific. Pearson College UWC is a unique, highly selective, two-year pre-university school for up to 200 students from across Canada and around the world selected solely on their promise and potential and demonstrated commitment to actively engage in creating a better world. Students currently attend from nearly 160 countries. The College campus, located on the traditional territory of the Beecher Bay (Scia'New) First Nation, is situated on the southernmost tip of Vancouver Island, British Columbia, along the shores of Pacific Ocean at Pedder Bay. The College is one of 18 UWC schools worldwide.
(pearsoncollege.ca.)

Pearson College UWC is recruiting for an outstanding Business Development Officer to join our Operations and Administration team.

Reporting to: Vice President of Operations and Administration & Chief Operating Officer

Position Summary:

The Business Development Officer is a results-oriented, enthusiastic and experienced sales professional who will promote Pearson College UWC as an ideal destination for meetings, conferences, destination events and related functions, to generate revenue which maximizes the use of College facilities. Pearson College UWC wishes to be a landmark destination for all organizations – educational, corporate, government, social, military, marine, recreational and others – for their meetings and events that will use multiple spaces and facilities and maximize the use of College facilities throughout the year. The Business Development Officer will work closely with College functions dedicated to maximizing the profile and revenue of the College through identifying key market sources and business potential and establishing annual goals for target markets and revenue. The Business Development Officer will work together with College departments in coordinating the use of facilities to ensure smooth operation of College facilities while achieving maximum revenue potential opportunities.

Responsibilities:

Generate new business

- Based on market research completed, develop potential markets and clients in target markets, develop and deliver on a detailed annual sales and marketing plan with identified sales and revenue targets which will maximize the use of College facilities at the most opportune time to generate revenue for the College.
- Meet with event producers, meeting planners and event planners to market unique College facilities and services.
- Identify and create partnerships with organizations and businesses that have the potential to use College facilities and/or promote College facilities to like-minded organizations.
- Field sales inquiries and maintain and develop working relationships with industry leaders and influencers.
- Fully qualify business potential and prepare proposals for clients based on space and other requirements.
- Develop relationships with IB and other educational institutions, including local school districts, to promote and secure business for the College for its summer programs.
- Research and secure businesses to use the facilities appropriately throughout the year, prioritizing spaces and times when not in use for core Pearson programming.
- Collaborate with College departments to develop new business and service existing clients.
- Work together with College seafront operations to develop business potential to increase use of marine facilities.
- Represent the College at trade shows, meetings and events dedicated to generating new leads and securing business.
- Achieve, at a minimum, an annual sales target as established in the annual College budget.
- Work together with College departments to develop sales and marketing messaging and tools to enhance College presence in target markets, including but not limited to, website, social media, College documents that describe facilities and services; in particular, work closely with the Communications department and Chief Coordinating Officer Operations and Facilities Management to enhance the information and presence of College facilities on the College and allied websites.
- Maintain positive relationships with local, provincial and other organizations for the purposes of cross-promotion e.g. Westshore and Victoria Chambers of Commerce,

Rotary Clubs and other service Clubs, destination meeting planners as well as Tourism Victoria, Tourism BC and Destination Canada.

- Develop a mutually beneficial referral process with related tourism/meeting businesses and Colleges.

Manage Client Relationships

- Serve as a liaison between clients and internal departments, especially Operations and Facilities Management, to ensure seamless turnover from the sale to College departments, including thorough preparation of agreements and all necessary internal documents.
- Maintain positive client relationships to maximize repeat business from clients ensuring the highest net value to the College of each client.
- Serve as a liaison between clients and internal catering and accommodation departments.
- Ensure appropriate mix of adult and student use of facilities i.e. keeping adult and student groups separate in the use of facilities.
- Manage client/event information and data in internal systems.
- Conduct site inspections to include appropriate departments or leadership.
- Work closely with College departments, especially Operations and Facilities Management and Communications and Marketing, as programs and services are developed to understand sales and market potential and develop marketing materials and sales strategies to promote existing and new programs as developed.

Enhance Overall Operations

- Work with operations team and Chief Coordinating Officer Operations and Facilities Management to ensure flawless execution for events, including all communication on any changes/updates to events and any specific needs for a successful event based on client expectations.
- Prepare reports and projects for the Vice President of Operations and Administration .
- Analyze trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales for the College.
- Assist in preparation of special events, special projects and budget forecasting.
- Attend appropriate industry functions and planning meetings as needed.
- Maintain professional and technical knowledge by attending professional/educational workshops, reviewing relevant publications and participating in professional societies and networks.
- Ensure all assigned organization objectives are completed in a timely fashion

Qualifications

- BA in Business or Marketing or similar.
- 5 -10 years industry experience (Hotel Sales or Convention Center Sales/or Services).
- Work cooperatively and effectively with others in the accomplishments of joint tasks and common objectives.
- Demonstrated ability to develop, implement and achieve positive outcomes of a sales and marketing strategy.
- Ability to analyze trends and data and identify strategies for improvement.
- Ability to communicate effectively in English - both written and verbal, including phone skills.
- Preferred knowledge and use of Raisers Edge database system.
- Demonstrated high level of proficiency in the Microsoft suite of applications such as Word, Excel, PowerPoint, and Outlook.
- Strong and consistent ability to prioritize activities, handle multiple responsibilities and deliver results within a specified time frame.
- Additional languages are considered an asset.

Compensation & Organization

This is a part-time position located at Pearson College UWC in Metchosin, approximately 40 minutes from downtown Victoria. The College offers an attractive compensation package to an outstanding and qualified applicant. This is a part-time contract of one year with the potential for renewal of contract based on achievement of deliverables and potential for multi-year revenue for the College.

Applications will be accepted until the position is filled. Only candidates selected for an interview will be contacted. Résumés and a cover letter can be emailed to hr@pearsoncollege.ca.

Pearson College UWC is committed to diversity and equity in employment. All qualified applicants are encouraged to apply; however, Canadians and permanent residents shall be given priority.