



## BUSINESS DEVELOPMENT MANAGER

### ABOUT CIET

#### Collectively Fighting Climate Change

Founded in 1996, the Canadian Institute for Energy Training (CIET) is the largest organization in Canada specialized in providing training services related to energy efficiency (EE). Over the past 21 years, we have been a proud leader in providing top-notch EE training and have offered more than 25,000 training-days in Canada. CIET now offers over 80 training sessions each year in most provinces, ranging from 1-hour live online training sessions to 9-day certification programs.

### JOB SUMMARY

The Business Development Manager works closely with the Executive Director and Customer Service team, focusing on business development and marketing activities that strengthen the Company's profile in the Greater Toronto Area (GTA) and Ontario markets.

This is a hands-on position that will be instrumental in supporting and developing strategic objectives through the effective implementation of business development and marketing activities.

- › Researches and gathers information on potential clients.
- › Initiates contact with leads and inquiries about training services.
- › Develops and maintains positive relationships with existing and potential clients.
- › Makes effective sales presentations using a consultative selling approach and understanding the needs of clients
- › Attends CIET's GTA trainings as official spokesperson.
- › Represents CIET at GTA conferences and business events.
- › Monitors the Energy Efficiency market in Ontario and Canada.
- › Participates in establishing and maintaining partnerships.
- › Prepares Canadian marketing plan and coordinates overall marketing production.
- › Assists with the evolution of business development strategies for future markets.

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### JOB REQUIREMENTS

- › Bachelor's degree in Business, Communication, Marketing, Engineering or other relevant field
- › 3-5 years experience in business development, sales or marketing
- › Passion for relationship building, with strong sales skills
- › Effective English writing skills
- › Technology savvy



- › Works from home-office
- › Out of office work: 15%-25%

**Attractive Assets would include:**

- › Experience in energy or environment industry
- › Knowledge of Ontario's LDCs and energy market
- › Established network in the energy field in Ontario/Canada
- › Energy management training or designations such as CEM or CMVP
- › Working knowledge of French

Join a team which embraces excellence, respect and innovation in the booming field of climate change.

Applications to be received at [info@cietcanada.com](mailto:info@cietcanada.com).

