

POSITION DESCRIPTION

Position: Director, Market Development

Accountability: VP, Market Development

Position Summary

The Director is responsible for the execution of an integrated revenue strategy for the Association including membership recruitment and retention.

Position Responsibilities

- Work with the VP, Market Development to develop sales strategies for member recruitment, new member onboarding, member retention, sponsorship, exhibit booth sales, co-exhibit sales, new product showcase sales and convention registration and ticket sales.
- In cooperation with the VP, Market Development, assist with the development of the convention & trade show revenue budget.
- Manage the achievement of the annual revenue goals for member recruitment, member retention, sponsorship, exhibit booth sales, co-exhibit sales, new product showcase sales and convention registration and ticket sales and sponsorship of other CPMA events & programs.
- Develop trade show floor plan in conjunction with convention team, to support overall convention & trade show revenue strategy, for approval by VP, Market Development.
- Work collaboratively across teams to develop sales strategies and budgets for other CPMA programs and events including:
 - Education
 - Corporate marketing
 - Advocacy
 - Regional events
 - Food safety
- Working in conjunction with, VP, Market Development, to implement corporate recognition program.
- Execute sales strategy for CPMA's top tier members.
- Develop and maintain effective relationships with key internal and external stakeholders.
- Manage, the Membership and Market Development Managers (2).
- Regular travel required.
- Provide input to annual and semi- annual reports for the Board.

Qualifications:

- University or college education
- 5+ years sales or business development experience
- 5+ years management experience
- Passionate transformational leader with proven ability to drive results, motivate and coach a team to achieve sales goals
- Strong business acumen and sound judgment
- Experience working in the produce industry would be an asset
- Bilingualism in French/English would be a strong asset
- Experience working with CRM tools

If you are interested in applying for the above position, please send your resume along with salary expectations to:

Lee-Anne McDougall
LRO Staffing
613-566-7047 ext. 2
lmcdougall@lrostaffing.com

Closing date for accepting applications is November 1, 2019.

Only those candidates with the appropriate experience/qualifications and salary expectations will be contacted for an interview. Thank you in advance to everyone who considers applying.