

Job Description

Job Title:	Business Development Coordinator
Department:	Co-operative and Experiential Education
Reports To:	Marketing Outreach Business Development Manager
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	November 2023

Primary Purpose

The Business Development Coordinator (BDC) works on the Marketing Outreach Business Development (MOBD) team within Co-operative and Experiential Education (CEE) at the University of Waterloo. The MOBD team drives awareness and lead generation, ultimately supporting co-op job development.

Often the initial point of contact, the BDC supports early-stage business development activities for our Co-op Team. The BDC upholds the standard of lead management and qualification for all employer leads by ensuring leads are received and managed with care; effectively and efficiently. The BDC supports the ongoing evaluation and development of processes, communications, systems, and technologies related to the early lifecycle of new employer contacts; ensuring they are executed and managed properly, that leads in our system of record are current, actionable and forward-moving, and results are measured and reported regularly.

The BDC works on both the front and back end of the early employer lifecycle, as a primary point of contact for employer lead inquiries by phone, email, and web form. The BDC ensures all leads are properly qualified, logged into the prospect management system and triaged to the appropriate internal stakeholder, and tracking/measuring the results.

The BDC also supports communication campaigns to leads housed within the prospect management system, ensuring the system records are maintained and updated regularly, according to CASL guidelines.

Key Accountabilities

Pre-qualify and capture incoming employer leads

- Act as the primary point of contact for prospective employer inquiries via face-to-face, phone, email, or web interactions.
- Ensure all incoming leads from industry and self-hosted events and tradeshows, referrals, and inquiries are properly qualified within a timely manner, contain enough information to action, and are captured and assigned accurately in the prospect management system.
- Analyze all incoming leads internally to determine whether the lead is a current, returning, or prospective employer, thereby determining the appropriate prospect owner
- Follow up with Account Managers, Business Developers, and other colleagues as needed, to complete lead profiles for action in the prospect management system.
- Respond to all employer lead referrals promptly, ensure a closed loop with the referral contact.
- Re-direct pre-qualified leads appropriately.

Support business development processes, systems and technology with a focus on continuous improvement, ensuring all activities are planned, measured, and reported.

- Maintain documented best practices for lead management, train new staff on an as-needed basis.

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- Track, identify, and report on trends and changes in employer lead management
- Question, test, and recommend improvements or changes as needed to our process and systems to support more effective lead qualification and conversion.
- Ensure prospect management system is accurately managed and updated on a regular basis by closing old, inactive leads and supporting prospect health checks.
- Partner with Data, Analysis and Reporting Team (DART) to maintain regular business development reporting and analysis for key stakeholders on campaigns that the MOBD Team is conducting.
- Participate in initiatives where an expert on Business Development lead management is an asset, providing insight related to decisions around Business Development processes and protocol.
- Become an expert and maintain expertise on the tools, technologies, and systems that support BD operations including the prospect management system, lead capture software, marketing automation, etc.
- Supervise part-time staff or co-op students and ensure the delivery of results in support of CEE's mission, vision and guiding principles. Provide effective onboarding, coaching, information, and context needed for staff to be effective.

Collaboratively develop and execute an annual lead nurturing plan designed to deliver optimal prospective employer experience to groups of leads to help move the lead closer to hiring a student.

- Support marketing qualified lead campaigns and communications—including the invitation to recruit every term in accordance with Canadian Anti-Spam Legislation guidelines and protocol.
- Generate targeted lead contact lists for outreach from the prospect management system on as-needed basis.
- Provide insight and leadership for management of inquiries, make changes to processes and documentation, and train colleagues as needed.
- Provide the highest level of customer service to our prospect audience, partner with colleagues to ensure a consistent level of support across the department.

Support Business Development prospecting activities including, but not limited to:

- Provide input and support into the overall business development plan, strategic industry plans, and regional tactical plans.
- Monitor and report on progress and outcomes of business development activities including lead conversion.
- Maintain the prospect database, proactively initiate activities in support of employer data integrity.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- University undergraduate degree preferred
- Completion of some post-secondary education or equivalent education in combination with experience will also be considered

Experience

- Minimum of 3 years of experience in customer relations or customer service setting.
- Business development, sales or recruitment support experience an asset.
- Proficiency working in and with a CRM, an asset.
- Experience working in a fast-paced, collaborative, team-based environment.

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- Experience working with remote teams and effectively mobilizing alternative forms of connection and communication.

Knowledge/Skills/Abilities

- A strong, friendly, open communicator with exceptional verbal and written communication skills.
- Proven ability to multi-task and manage a high volume of work and incoming data, conflicting priorities and deadlines, as well as advocate for the support and resources needed to complete projects.
- Demonstrated ability to manage concurrent projects under tight deadlines in a calm and professional manner.
- Understanding of the sales and recruitment cycles an asset.
- Thorough understanding of lead-based interactions and Co-operative & Experiential Education operational processes (or related external experience in support of prospect & account management).
- **Technical:** Proficiency with Customer Relationship Management software; Fluent in web-based content management systems; working-level knowledge of Excel; Intermediate level skills in the rest of the Microsoft 365 suite with the ability to create clear and impactful presentations and communications.

Nature and Scope

- **Contacts:**

Internal: The BDC exchanges information with multiple areas of Co-operative & Experiential Education (CEE), presenting and discussing issues and collaboratively arriving at solutions. The BDC interacts with faculty and staff from the University of Waterloo when they refer a lead to us by obtaining, clarifying, and discussing information.

External: The BDC interacts with potential new employers and with current employers by clarifying information from key external stakeholders, assessing the value of the information and determining who in CEE should follow up for further action.

- **Level of Responsibility:** This position supervises a casual staff or co-op student and therefore has to participate in the hiring and evaluation process throughout the year, provide training, assign tasks and ensure a successful learning experience. The BDC requires minimal supervision and is required to independently manage their accountabilities on a day-to-day basis. The BDC has a commitment to continuous improvement and focuses on producing tangible results through rigorous measurement and monitoring. This role takes a disciplined approach to planning and project execution with exceptional attention to accuracy and detail.
- **Decision-Making Authority:** The BDC makes decisions related to the potential business opportunity and qualification level of incoming leads. The BDC decides on the nature and timing of lead nurturing activities as specified in their plan. The BDC makes independent judgment in areas of time management, task prioritization and decision-making.
- **Physical and Sensory Demands:** This role requires minimal exertion of physical or sensory effort resulting in minimal fatigue, strain, or risk of injury. Some lifting of materials for events may be required. Frequent distractions are common. Strong attention to detail is required.
- **Working Environment:** This role involves minimal psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. This role involves

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occasional travel for marketing and job development events, occasional unusual hours or schedules due to event-driven deadlines, lack of control over work pace due to externally-driven deadlines, occasional irregular and/or high volumes and multiple and/or tight deadlines beyond one's control due to business development project deadlines, and constant interruptions due to phone and email. There may be deprivation caused by isolation due to working from home. The Business Development team members work remotely from off-campus offices. This requires the BDC to independently sense when they need to seek out other team members via phone, webcam or in person.