

Job Description

Job Title:	Business Development Coordinator
Department:	Co-operative Education (CE)
Reports To:	Manager, Marketing Outreach
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	September 2017

Primary Purpose

The Business Development Coordinator is essential to the success of the business development activities in Co-operative Education, with a focus on the early lifecycle of our employer relationships – from prospective employers to new employers. The Business Development Coordinator sets and upholds the standard of lead management and qualification for all employer leads by ensuring leads are dealt with effectively and efficiently. The Coordinator supports the evaluation and development of processes, communications and systems related to the early lifecycle of co-op employers, helping to ensure they are executed and managed properly, that leads are current, actionable and forward-moving, and results are measured and reported regularly.

The Business Development Coordinator works on both the front end and back end of the early employer lifecycle, as a primary point of contact for employer lead inquiries by phone, email and web form and frontline at events and industry tradeshow, as well as ensuring all leads are properly qualified, logged into the prospect management system, and triaged to the appropriate internal stakeholder (primarily business developers), and tracking/measuring the results.

The Business Development Coordinator also supports communications campaigns to cold leads within the prospect management system, and ensures the system is cleansed 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 events and tradeshow, referrals, and inquiries are properly qualified, contain enough information to action, and are captured and assigned efficiently in the prospect management system.
- Follow up with Business Developers and colleagues as needed to complete lead profile for action in the prospect management system.
- Respond to all employer lead referrals, ensuring a closed loop with the referral contact.
- Re-direct pre-qualified leads appropriately.
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Support business development processes with a focus on continuous improvement, ensuring all activities are planned, measured and reported.

- Maintain a set of best practices for lead management, trains colleagues on an as-needed basis.
- Identify and report on trends and changes in employer lead management, and recommend improvements or changes as needed to our protocol and systems.
- Ensures prospect management system is regularly updated by closing old, inactive leads, and adding data once a lead registers and posts a job.

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<ul style="list-style-type: none">• Maintains regular lead data reports, with basic analysis, for key stakeholders.
<p>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.</p> <ul style="list-style-type: none">• Support cold-lead email campaigns and communications, including the invitation to recruit, every term in accordance with CASL guidelines and protocol.• Generate targeted lead contact lists for outreach from Salesforce on as-needed basis.• Provide insight and leadership for management of inquiries, make changes to processes 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.
<p>Support Business Development prospecting activities including, but not limited to:</p> <ul style="list-style-type: none">• Provide input and support into the overall business development plan and regional tactical plans.• Monitor and report on progress and outcomes of business development activities including lead conversion.• Maintain the lead database and proactively initiate activities in support of employer data integrity.
<p>Supervise staff (casual staff or co-op student) and ensure the delivery of results in support of CECA mission, vision and guiding principles.</p> <ul style="list-style-type: none">• Provide information and context needed for the co-op to be effective.• Hire the best people available from the co-op applicant pool.• Set goals and expectations, helping co-ops create clear paths to success.• Support and foster an effective team dynamic.• Hold co-op student or casual staff accountable for performance including consistent application of early employer business processes.• Evaluate performance through both formal (performance appraisal) and informal methods such as regular feedback, coaching and one-to-ones.

**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

<p>Education</p> <ul style="list-style-type: none">• University undergraduate degree, related college diploma or equivalent combination of education and/or experience.
<p>Experience</p> <ul style="list-style-type: none">• At least 3-4 years of experience in customer relations or customer service setting.• Proficiency working in and with a CRM, such as Salesforce, an asset.• Experience working in a fast-paced, collaborative, team-based environment.• Prior business development, sales or recruitment support experience an asset.• Experience working with remote teams and effectively mobilizing alternative forms of connection and communication.
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• A strong, friendly, open communicator with exceptional verbal and written communication skills

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- 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.
- Understanding of the sales and recruitment funnel 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).
- Understanding of all academic programs at University of Waterloo an asset.
- Proficiency with CRM software, Salesforce proficiency preferred; Fluent in web-based content management systems, experience with WaterlooWorks and/or JobMine a plus; Advanced level skills in Excel in insight-driven data management and reporting; Advanced level skills in PowerPoint with the ability to create clear and impactful presentations.

Nature and Scope

- **Contacts:** *Internal:* The Business Development Coordinator exchanges information with multiple areas of Co-operative & Experiential Education, presenting and discussing issues and collaboratively arriving at solutions. The Business Development Coordinator 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 Business Development Coordinator 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 CECA 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 Business Development Coordinator requires minimal supervision and is required to independently manage their accountabilities on a day-to-day basis. The Business Development Coordinator 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 Business Development Coordinator makes decisions related to the potential business opportunity and qualification level of incoming leads. The Business Development Coordinator decides on the nature and timing of lead nurturing activities as specified in their plan. The Business Development Coordinator 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 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. The rest of the Business Development team members work remotely from off-campus offices. This requires the Business Development needs to independently sense when they need to seek out other team members via phone, webcam or in person. There may be deprivation caused by isolation due to working from home.