

## **Manager, Strategic Partnerships and New Business Development**

**Company overview:** Ethnico Advertising is a full-service advertising agency specializing in multicultural markets. Our parent company Maple diversity communications rank as 79th fastest growing companies in Canada and now we are expanding the business in the USA. With clients like Porsche, American Express, Johnson and Johnson, nestle, Edward jones etc, we have market knowledge and expertise to drive a successful total market campaign for any client.

Ethnico Advertising is looking for a driven Manager, Strategic Partnerships and New Business Development. The suitable candidate will drive significant and measurable revenue growth in a startup environment. This role will demand someone who can work independently and with a team. This position's responsibilities include all activities related to the strategy, management, coordination and execution of attracting new clients. This position will work to identify, evaluate, pitch and close potential clients in areas of strategic interest.

### **Responsibilities**

- You will stay current on industry trends and personnel moves among prospect organizations
- You will create and deliver compelling, customized presentations that address the core business issues and opportunities faced by prospects within the ethnic markets
- You will work closely with the Director of strategic partnership to brainstorm for winning strategies to close new prospective clients
- You will adjust new business strategies to meet changing market and competitive conditions
- You will provide accurate forecasting of the sales pipeline and successfully meet the quarterly revenue targets
- You will oversee the development and implementation of all marketing materials necessary to support business development, creating key messaging that resonates with target audiences
- You will help to define and maintain corporate image of the agency in the business community
- You will present and promote the agency at industry functions
- You will develop and maintain a prime prospect list which includes qualified prospects from the financial, automotive, healthcare, packaged goods, consumer, retail and other relevant industries
- You will lead and coordinate development of client proposals and RFP responses, pitches and presentations
- You will prepare and negotiate Service Agreements on behalf of the agency
- This role will require incumbent to travel 50-70% of the time or as required by business needs

## **Desired Skills and Experience**

### **REQUIREMENTS:**

- 3+ years' experience in business development, sales and/or marketing experience in a relevant industry including an advertising agency, management consulting, marketing services, market research, and intelligence
- Experience working in a startup environment will be preferred but not required
- Highly self-motivated, energetic, creative and personable
- Professional presence and ability to effectively interface with executives
- Strong written and verbal communication skills
- Demonstrated success and achievement of challenging goals and expectations
- Adept at creating complex business proposals
- Experience with negotiations of complex contracts
- CRM experience proficiency using Microsoft Office are strongly preferred
- Diverse experience networking and prospecting using social media, industry organizations, and other B2B sales skills to help achieve revenue goals

**If this sounds like an exciting opportunity for you, then apply today with your resume and cover letter to [agency@ethnicoad.com](mailto:agency@ethnicoad.com) and tell us why you would be a great fit for this opportunity.**