

Job Title: Business Development Manager

L.I.T First Aid & Lifeguard Training

<https://www.firstaidtrainingcourses.ca/>

About Our Company

L.I.T First Aid and Lifeguard Training provides specialized recreation and first aid training throughout British Columbia. Operating since 1993 the company offers over 1000 courses per year in 21 different recreation facilities located throughout the Lower Mainland and Fraser Valley. The company is set to not only fully recover but rapidly grow post lockdown in its primary divisions of Lifeguard Instructor, First Aid and Fitness Instructor Training.

Job Profile

We are seeking a business development manager to join our team and to elevate the company's position in the marketplace particularly in the first aid training market. This position involves strengthening relations with recreation location supervisors, procuring new business through location expansion, executing on a marketing plan aimed at revenue growth and providing leadership for the office staff. By design this role is well suited for an individual wanting to be an entrepreneur that is looking to make a significant impact with their efforts and would be compensated well for achieving positive results. The person we eventually hire will possess a passion for all things related to business expansion and is a self-learner who can effectively find solutions to new challenges.

Responsibilities

- Manage outbound sales for group and corporate first aid training
- Schedule and conduct meetings with various company stakeholders such as location supervisors and city managers
- Follow up and prioritize strategic accounts
- Set up marketing systems, workflows, KPIs etc
- Create a repeatable process to grow a team
- Provide KPI's to management
- Work with digital marketing company to roll out social media campaigns, increase web traffic and create fresh digital content such as videos
- Competitor analysis and strategic positioning
- Developing, budgeting and then executing a long term marketing plan
- Working closely with the company owner to purchase new training locations and the marketing of those locations
- Collaborate with operation and office admin personnel on implementing and continually refining internal company processes

You Are:

- Passionate about relationship management to a diverse portfolio of city and municipal locations
- Able to manage multiple time-sensitive priorities in a rapidly changing environment and not be hindered by ambiguity or multiple competing priorities
- Able to comfortably and confidently present to all levels of clients and stakeholders
- Result oriented, excellent with time management and organization
- An experienced team player, able to collaborate with all members of the team to ensure successful delivery of training, services, and marketing initiatives
- A problem solver who relishes challenges and overcoming them
- A self-taught person who is always looking for new and better ways to do things
- A natural leader

It Would Be An Asset To Have:

- At least 2 years' experience in a similar role
- A post-secondary degree or diploma in business/commerce with a focus on marketing
- Experience with city contracts and submitting RFPs for city contracts
- Excellent oral and written communication skills with a strong attention to detail
- An interest in growing as an entrepreneur and motivated by revenue growth
- First aid certifications or emergency preparedness experience

Culturally We

- Always go the extra mile to provide our customers and affiliates personalized service of the highest quality
- Are a small tight-knit team that are always there to help one another
- Take accountability very seriously
- Never compromise on effectiveness or quality of instruction for our customers
- Foster a work environment of continual learning and improvement
- Like to have fun as a team and keep the office mood positive

If this sounds like you, then we'd like to hear from you! Please apply by emailing careers@litaquatics.com a resume and cover letter telling us why you'd be perfect for this career opportunity.

Candidates that do not include a properly written cover letter as part of their application will not be considered for this position.