



# New Business Development Coordinator

The Scotiabank Convention Centre (SCCN) and Niagara Falls Business Events (NFBE) in Niagara Falls, is currently seeking a **New Business Development Coordinator**, who will focus on lead generation and research to identify and qualify convention and business event leads in all markets. The ideal candidate will have the knowledge and experience in the use of prospecting and lead generation tools and techniques, including but not limited to standard research, cold-calling, emailing, and online social media channels to reach potential clients for new business and executive level appointments for sales managers.

## Key Responsibilities

- Work with the Vice President Sales and the Sales team to develop prospecting plans, in market sales call plans, sales proposals and core client lists
- Conduct client research to qualify potential prospects which involves a blend of internal research and client contact for U.S. and Canadian markets
- Be able to use multiple data sources both external and internal to qualify accounts and identify high potential opportunities
- Work with the Sales team to develop and apply effective prospecting and lead generation tools and techniques
- Support the Sales and Marketing Business Plan by determining ROI and effectiveness of business development opportunities
- Assist with the preparation of reports and supporting materials for various sales managers, along with the VP Sales and potential industry stakeholders
- Oversee the integrity of the entire EBMS database system to ensure consistent and complete information is input and updated as required
- Create templates or models that can be used to benchmark performance
- Perform other duties as assigned by the VP Sales

## Knowledge, Skills, Abilities, and Other Qualifications:

- Knowledge of the English language (i.e. proper spelling, grammar and punctuation)
- Knowledge of general office procedures and regulations
- Knowledge of business letter writing and basic report preparation
- Solid judgement on how to project/time manage in order to generate best results
- Ability to prioritize and organize work and effectively resolve workload issues
- Ability to interpret and apply administrative and departmental policies and procedures
- Ability to communicate clearly and concisely, both orally and in writing
- Ability to work independently or in the absence of supervision
- Ability to compose a full array of reports and supporting materials
- Ability to establish and maintain cooperative working relationships with those contacted in the course of work



- Proficient in Microsoft Office Suite and related applications
- Team player with a customer service attitude and a drive to be proactive
- Strong analytical, organizational, interpersonal and time management skills
- Well-versed in research and analytical insights with an emphasis on practical application
- Ability to support a 24/7 fast paced organization

### **Education and Experience**

- Post-secondary education in a related discipline
- Previous research experience in the tourism (or related) industry would be an asset
- Experience in a sales and marketing environment is required
- Experience in supporting the delivery of business development opportunities
- A minimum of 2 years of relevant research experience
- Familiarity with database management systems

### **HOW TO APPLY**

If you believe your background and experience qualify you for consideration based on the criteria we've outlined, please send your resume and salary requirements to [careers@fallsconventions.com](mailto:careers@fallsconventions.com). Only candidates selected for an interview will be contacted.

Scotiabank Convention Centre welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.