

Director, Sales & Business Development

Informa is looking for a **Director, Sales & Business Development** to lead the IDS Sales Team, grow and expand sales through promoting our face to face major events in Toronto and Vancouver, live and virtual, digital products to a broad range of clients. The incumbent will oversee the customer relationship, determining clients' needs—what they're looking to achieve short-term and long-term plus ensuring that IDS delivers and exceeds the customer expectations. To help us build and engage our online community, the owner of this role will generate leads and conversions through our digital channels, and create and manage new digital revenue opportunities.

IDS is one of the North America's top design summits, offering an unparalleled access to the most notable design leaders from across the globe, bringing together the newest and most innovative of international and Canadian design, promoting big picture thinking and practical ideas for professionals.

Informa is a global company focused on delivering high-quality digital media and content, must-have intelligence and analytics, in-person and virtual events, engaging on-line communities and marketplaces, data driven marketing services, and effective networking and partnering platforms. We help businesses and professionals learn more about the latest development in their industry, plus make connections and decisions that allow them to grow, progress and succeed.

Key responsibilities:

- Strategically lead, mentor and grow sales team ensuring group and individual success
- Support the optimization of the Sales department in terms of structure, targets, capability to support scale and aggressive growth
- Develop accurate financial forecasts, taking responsibility for meeting expectations of forecast accuracy and managing all sales related revenue.
- Manage the P/L
- Set and monitor KPI's regularly to ensure individuals and team are on track to meet pipeline targets
- Ensure the development of internal and external sales tools and reporting are managed effectively and align to best practices

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- Create a sustainable client retention and acquisition program to drive increased retention. Grow the pipeline of clients aligned to new category priorities
- Acquire, build, and cultivate relationships with senior leadership at key industry stakeholders and brands
- Implement predictable, repeatable, and scalable sales and partnerships processes
- Work cross-collaboratively with all teams (including closely with Operations, Legal, Finance & Marketing) and networks to accelerate our business growth, average revenue per customer, market share and margin by addressing customer needs
- Accurately positioning IDS's products, solutions and services as a solution for market and business challenges that meet the clients' needs
- Generate reports utilizing all data sources, accurate forecasting and performance metrics to key internal and external stakeholders, highlighting revenue risks and opportunities
- Develop scalable programs all year round, upsell and optimize digital products, and create content for marketing initiatives in collaboration with Marketing department
- Manage projects and engage in project management duties within Customer relationships, working to carry out and deliver customer goals while meeting company goals
- Proactively develop yourself, keep abreast of the changing landscape and have a personal development plan
- Keep up to date with current market conditions and competitors' products
- Attend key industry relevant competitor events.

Qualifications:

- Design Industry knowledge and relationships
- Highly developed business acumen,
- Understands and drives the numbers to achieve targets, the ability to work to budgets.
- Data Analytical Skills – the ability to review data and information, draw conclusions and actionable takeaways.

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- Expertise in multiple Sales Methodologies
- Knowledge Negotiation of complex contracts
- Effective Communication Skills, confident in articulating complex propositions to multiple stakeholder buyers, patience plus Executive-level communication and interpersonal skills.
- Strong presentation skills, face to face, telephone, written and virtual
- Knowledge of Sales Force or similar CRM.
- MS Office including Word, Wrike, PowerPoint and Excel
- Leadership and coaching skills
- A team player who can be flexible and is comfortable with ambiguity.

Our Benefits

- 10 vacation days, 8 personal days, and your Birthday off
- Up to 4 days for volunteering opportunities per year
- Health and wellness benefits package after one month of continuous employment
- Retirement plan with company match scheme after six months of continuous employment
- Ongoing professional development via access to LinkedIn Learning and other training opportunities
- Hybrid working approach (a mix of remote and office working)

Equity, Diversity and Inclusion

If you're excited about this role but have different working experience from what is listed above, please go ahead and apply. You could be just what we need! We believe strongly in the value of diversity and creating supportive, inclusive environments where our colleagues can succeed.

As such, Informa is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, colour, ancestry, national origin, religion, or religious creed, mental or physical disability, medical condition, sex (including pregnancy, childbirth, and related medical conditions), sexual orientation, gender identity, gender

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expression, age, marital status, military or veteran status, citizenship, or other protected characteristics under federal, provincial or local law.

Accessibility Accommodation

Informa welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the recruitment process in accordance with the Employment Standards Act, Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. Please submit your request to the Human Resources department via our recruiting system and we will work with you to determine how we can best meet your needs.

We sincerely thank all applicants for their interest in this opportunity and will be in touch with those whose qualifications and experience we believe will be a good fit for this role.

How to Apply

Link: <https://informacanada.bamboohr.com/jobs/view.php?id=152>

