



Canadian Bureau for
International Education
Bureau canadien de
l'éducation internationale

JOB POSTING

TITLE: Director, Business Development

SUPERVISOR: Vice-President, International Partnerships

DIVISION: International Partnerships Division

LOCATION: Ottawa

POSITION SUMMARY

Reporting to the Vice-President, and working closely with other members of the Management team, the Director, Business Development is responsible for (a) strengthening CBIE's capacity to effectively market its existing lines of business; (b) developing and implementing a business development plan to leverage new revenue-generating opportunities and platforms, as well as implementing this plan, drawing on other CBIE resources, as required; and (c) developing and implementing corporate systems and tools to ensure that CBIE's various business development activities are focused and well-coordinated. The Director will also establish strategic relationships with member institutions and with potential international partners and funders from key markets in Southeast Asia, Middle East and North Africa, and Latin America and the Caribbean. S/he supervises a team in a unionized environment.

RESPONSIBILITIES

1) Revenue Generation through Development and Implementation of a Business Development Plan

- With a focus on revenue generation, develops, refines, and implements a strategic business plan to effectively market CBIE's main business lines, including scholarship management, international development projects, capacity-building contracts in sectors of expertise, the International Leaders Network and support the growth of international participation at CBIE's annual conference, etc.
- Draws on in-house expertise to ensure appropriate market research and data driven analysis are undertaken to refine existing lines of business and develop new ones in alignment with CBIE's vision and members' interests.
- Develops and coordinates the implementation of a corporate-wide "business opportunity assessment and feedback process" that maximizes CBIE's human and financial resources.

2) Management of CBIE's Proposals

- Under the oversight of the Vice-President, International Partnerships, leads the business development team in pursuing and prioritizing promising requests for proposals to funders, including researching, business intelligence gathering, positioning, writing, and submission of responsive and unsolicited proposals.
- Establishes systems for capturing market intelligence, the development and use of “template” aspects of proposals, and electronic filing and oversees implementation of these systems.
- Ensures consistent approach to CBIE branding, costing, etc., in proposals submitted by CBIE.
- Ensures “lessons learned” (e.g., feedback from clients, members, etc.) are effectively captured and shared across relevant units within CBIE.
- Provides oversight in the management of CBIE’s database of experts to ensure CBIE has access to required knowledge and expertise to submit winning proposals and to successfully implement awarded projects.

3) Marketing of CBIE's Lines of Business and Initiatives

- As part of the business development plan, develops a marketing plan and implements the plan in coordination with other members of the management team.
- Oversees implementation of ongoing market research and analysis by managers involved in development activities to ensure marketing of existing products and services is strategic and result-oriented.
- Develops and implements a marketing plan for CBIE’s collaboration missions targeting CBIE’s institutional members.
- Oversees the production of digital and print marketing materials required for the implementation of the business development action plan.

4) Other Responsibilities

- Builds key strategic alliances and partnerships with new clients and partners.
- Participates in meetings in Canada and internationally to expand CBIE’s presence in key markets.
- Plays a role in supporting corporate CBIE activities, such as membership relations, CBIE conference, and other cross-team projects, as well as participates in regular management and staff meetings / events.
- Performs other duties as required.

QUALIFICATIONS

- Graduate degree in Business, Education, International Relations, or related area.
- A minimum of ten (10) years relevant work experience that includes business development strategy and implementation, client/stakeholder relations and partnership development.
- Proven experience in growing international business and in reaching revenue targets in the context of Not-for-Profit organizations or education institutions.
- Strong business acumen competency and skillful entrepreneurship capacity.
- Knowledge of the international education market, international development sector, and the education system in Canada.
- Proven ability to supervise, inspire, and motivate a team of professionals.
- Experience in managing relations with a diverse base of clients.
- Excellent verbal and written communication skills in English and French. Knowledge of Arabic, Spanish, or other languages is an asset.

- Excellent interpersonal skills, including diplomacy and tact with clients from different cultures.
- Excellent program management skills with emphasis on conceptual, analytical, strategic planning, organizational and financial management skills.
- Ability to work independently and as a team member; cope with workload pressure, deadlines, and fluid contexts; and work in a results-based environment.
- Strong computer skills including MS Office Suite (Access, Word, Excel, and Project), Visio, Primavera, Photoshop, and experience with CRM Systems and Social Media.
- Ability to travel in Canada and internationally as required.

CBIE offers a comprehensive benefit package which includes an attractive pension plan and group insurance program. For general information on CBIE, visit our website at www.cbie-bcei.ca.

Please send your cv and letter of interest as soon as possible, quoting Competition 18-04, to jobs@cbie.ca in either Word or PDF format or mail to CBIE, 1550 – 220 Laurier Ave. W., Ottawa, ON K1P 5Z9. We thank all candidates for their interest but only short-listed candidates will be contacted.

CBIE is committed to an inclusive, barrier-free work environment and encourages applications from all qualified individuals. Workplace accommodations are available should you be contacted regarding this competition. Please advise Human Resources of any accommodation requirements which must be taken.