

As a key member of the team, and reporting to the Managing Partner, the Account Manager will take responsibility for the implementation of the National Sales Strategy for ABM.

While Raven Events may manage a variety of events, the business is focused on the production of its trademark event, the Aboriginal Business Match (ABM). Most of the Account Manager's responsibilities are therefore related to this particular event, which takes place across the country. In 2015 two more ABMs are scheduled, in 2016 at least four ABM's will take place.

Implementation of the National Sales Strategy for ABM

ABM connects Aboriginal entrepreneurs, businesses and communities with the private sector to create opportunities for business. At each event delegates initiate new business deals worth over \$30 million. This makes ABM the most powerful Aboriginal-driven business development event in Canada.

There are three key markets:

1. Aboriginal Community Economic Development Decision Makers
2. Aboriginal Entrepreneurs and Managers of Aboriginal Businesses
3. Corporate Decision Makers representing the Non-Aboriginal Private Sector

The Account Manager is in charge of implementing the National Sales Strategy including:

- conducting sales call in person and by phone, listening to customer requirements and presenting appropriately to make a sale;
- maintaining and developing relationships with existing customers in person and via telephone calls and emails;
- cold calling to potential customers to prospect for new event registrations and sponsorships;
- responding to incoming email and phone enquiries;
- acting as a contact between Raven Events and its existing and potential markets;
- gathering market and customer information;
- representing Raven Events at trade exhibitions and networking events;
- fostering relationships with market influencers such as decision makers representing tribal councils or industry associations;
- negotiating the terms of a sponsorship and special registration fee agreements and closing sales;
- challenging any objections with a view to getting the customer to register;
- advising on forthcoming product developments and discussing special promotions;
- creating detailed sponsorship proposal documents as dictated by the prospective sponsor;
- recording detailed sales information in Salesforce;
- creating and producing reports to continuously evaluate sales progress and refining or altering sales strategy;
- reviewing own sales performance, aiming to meet or exceed targets;
- gaining a clear understanding of customers' businesses and requirements;

- feeding future buying trends back to the Raven team for ongoing product development;
- attending team meetings, sharing information and leading all sales related discussions.

Desired Education, Skills and Qualities:

- Interest in and knowledge of current affairs, politics, business, international matters an ABSOLUTE MUST;
- Ability to develop critical points of view in the context of zeitgeist, history, economic and political environment;
- Exceptional computer skills on Mac and PC, Microsoft Office Suite as well as social media
- Previous experience in event management and communications an asset;
- Demonstrated effective time-management skills and the ability to juggle different projects and priorities in order to meet deadlines;
- Comfortable taking initiative, information seeker and has a can-do attitude;
- Customer service oriented;
- Confident and effective communicator, negotiator and problem-solver;
- Ability to set priorities and follow through on accountabilities;
- Previous success in developing and maintaining business relationships;
- Ability and interest in working independently and as part of a team;
- Experience working with Salesforce, Constant Contact and project management software such as Podio would be preferred;
- Experience working with First Nations and Aboriginal Communities an asset;
- The successful candidate will need to reside in the vicinity of Powell River; and
- A valid drivers' license and the ability to travel when necessary.

Hours, Place of Work, Vacation, Sick and Personal Days, Remuneration:

- Working Hours:
40 hours per week
Monday to Friday
8 am to 4.30 pm
Depending on the event being promoted, start time may be earlier to accommodate the difference in business hours.
- Overtime
Overtime accrued when onsite during an event is paid as time off in lieu.
- Office Location:
5246 Beach Road, Powell River (Sliammon), BC, V8A 0B1
- Vacation
10 days (applicable after three-month probationary period)
- Sick and Personal Days
8 days per 12 months (applicable after three-month probationary period)
- Remuneration:
Salary - subject to skill and experience - plus performance bonus.