



Human
Resources
Professionals
Association

Director, Business Development and Partnerships

The world of work is changing faster than ever before, and human resources professionals are at the forefront of this evolution. From the power of AI and technology to human rights and IDEA (inclusion, diversity, equity and accessibility), businesses are relying on HR more than ever, not just as exemplary operators, but as strategic partners. The Human Resources Professionals Association (HRPA) supports businesses by regulating and advancing the capabilities of HR professionals in Ontario, enabling businesses and organizations to unlock the human potential that exists in their workplaces. ***We are embarking on an exciting new strategy and vision and need an experienced Business Development leader to join the team!***

The Opportunity

As a strategic leader, our new Director, Business Development and Partnerships will be critical in making our bold HRPA vision a reality. Get ready to be the architect of a robust partnerships and ecosystem strategy, where revenue and impact goals become our playground. Lead the team of business development virtuosos, designing and overseeing the sales pipeline, converting it into a revenue-generating powerhouse. This role won't just develop relationships; it will curate connections with corporate partners and sponsors, seal deals, and ensure our partnerships grow.

What's in it For You

The target starting cash compensation for this new position is \$120,000 base salary per year, with short-term incentives 'at target' of 10% of salary.

This new opportunity gets you in on the action early where you will **build our new business development and partnerships strategy** from the ground up. Drawing from your 10 years of experience in business development and corporate sales, including at least 2 years delivering large quota sales in enterprise (B2B) sales, you will **lead the execution of the sales plan** and **build HRPA's B2B business**.

HRPA offers a **hybrid workplace, competitive benefits, paid time off, and many other perks**; supporting you to reduce any stress that can come from *flowing* between home and work-life so you can spend your energy on what matters, and deliver the outstanding results you are already known for.

You'll tap into your 5 years or more of leadership and people management experience to **lead the team**; providing coaching, direction and feedback to motivate and inspire excellence. And, you will build on your leadership competence to **cultivate and contribute to HRPA's inclusive**



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and innovative culture, where the work is grounded in values and mission-based decision making and leadership principles.

How to Apply

If you are excited by the potential of this opportunity, and truly believe you can bring the drive, energy and proven experience and achievements to succeed as our Director of Business Development and Partnerships, we invite you to apply! To be sure you are right for this role, you can read more about the job and what we are looking for below (a more conventional description, for those who like bulleted lists and lots of detail).

Please apply through our portal by [Clicking here](#) by January 24th, 2024.

We invite all interested individuals to apply and encourage applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions.

We are an Equal Opportunity Employer. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, the company will provide accommodation throughout the recruitment, selection and/or assessment process to applicants with disabilities. If selected to participate in the recruitment, selection and/or assessment process, please inform the HR Department of the nature of any accommodation(s) to ensure your equal participation.

DIRECTOR, BUSINESS DEVELOPMENT AND PARTNERSHIPS

Responsibilities

- Develop a business development strategy and execution plan that aligns with HRPAs strategic vision, objectives and priorities; to build HRPAs B2B business.
- Acquire and manage new clients (i.e.. Corporate Partners, Sponsors, Member Benefits, Education, etc.);
- Own the CRM technology and lead best practices around sales funnel and technology adoption and usage.
- Structure and evolve HRPAs sales and business development team.
- Drive best-in-class sales and business development processes, procedures, and outcomes; Sales engineering and B2B contract negotiations.
- Provide coaching, support and feedback to the team as a way to develop skills and capabilities.
- Represent HRPAs at external company or industry events and conferences.



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Education, Qualifications & Skills

- University degree preferred, ideally with a focus in Marketing and/or Communications
- Alternatively, College diploma with a focus on Marketing and/or Communications coupled with relevant work experience 10 years of combined experience in business development, sales delivery, consultative selling and professional closing skills
- 5 years of progressive leadership experience in a team of sales and business development professionals
- 5 years' proven experience in sales forecasting and pipeline management
- 2+ years delivering large quota sales in enterprise (B2B) sales, ideally partnerships or sponsorship sales, demonstrating achievement

The successful individual must be:

- Competent in strategic planning and analysis.
- A People leader, including coaching, developing performance and team capabilities through inclusive and equitable leadership practices.
- Able to build relationships, motivate partners and sponsors.
- Results and outcome driven with the proven capability to grow a customer base and meet or beat goals and targets.
- Excellent communicator and interpersonal skills, with the ability to identify and provide comprehensive solutions to varying customer needs.
- Have a competitive edge and thrive in a fast-paced team environment.
- Be extremely proactive and upbeat with strong organizational skills.
- Proficient in Microsoft Office applications as well as sales technology tools.

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