

# JOB POSTING

## CANADA BUSINESS DEVELOPMENT MANAGER

**Hours of Work:** Full time, Permanent  
**Salary:** \$55,000-65,000 base +  
performance-related bonuses  
**Location:** Remote from where you are  
happiest (Canadian timezones).  
Occasional travel required.  
**Start Date:** ASAP  
**Closing Date:** August 13, 2021 @ 5pm PST



**DreamRider**

[APPLY NOW](#)

### THE OPPORTUNITY

You are a seasoned business development or sales professional looking for your next big challenge with an innovative and growing values-aligned company. We have a scalable educational technology product that reliably turns kids into environmental and social changemakers in their families and communities. This is a unique opportunity for someone who wants to grow the business and help us grow our impact across Canada!



### ABOUT DREAMRIDER PRODUCTIONS

Over a million kids around the world have laughed, learned and leapt into action after experiencing DreamRider's highly engaging shows and interactive media. As a social enterprise, we sell our award-winning Planet Protector Academy programs to government agencies, corporate partners and directly to schools to support their environmental engagement and changemaking efforts. After scaling across Canada over the last few years through working in partnership with municipalities

and philanthropic foundations, we have identified significant opportunities for further expansion by working with new industry associations and corporate partners to scale our impact and increase our revenue. We're looking for the next member of our fun, nimble and creative team to make it happen!

## OUR VALUES

Everything we do is guided by our Cultural Covenant to ensure that we work and grow together in an environment that's fun, creative, welcoming, meaningful, empowering and inspiring!

At the heart of all our work is love and kindness; we do our best to walk our talk, and to learn and grow together. We are on a lifelong organizational anti-racism, decolonization and anti-oppression journey. We recognize our interconnectedness with the earth and each other.

## THE ROLE

- You'll lead on all aspects of the company's Canadian revenue generating activities supported by the Director of Partnerships & Operations.
- You'll spend about 40% of your time servicing and growing our existing government agency client base, 50% developing new client segments in the private sector and 10% supporting product innovation to meet emerging client needs.
- You'll accelerate our national scaling efforts, inspiring kids across Canada to become planet protecting superheroes in their families and communities.



Kids get inspired to learn through the Planet Protector Academy's Game Show.

## KEY RESPONSIBILITIES

- Develop and execute our national growth strategy
- Manage and grow key client relationships
- Generate leads and close sales with new government agency clients
- Develop new private sector customer segment(s), including industry associations and corporate partners
- Build strategic partnerships to accelerate national scaling
- Support the development of marketing collateral and campaigns targeted at prospective clients
- Support product innovation to serve emerging customer needs

## ROLE REQUIREMENTS

If you are inspired by the role but don't have everything that's listed below, we encourage you to apply anyway!

### Experience

- Business to business (B2B) sales experience
- Proven track record of achieving sales targets
- Developing strategic partnerships to drive business outcomes

### Skills

- Relationship and rapport building
- Negotiation and closing
- Written and verbal communication for remote selling
- Organization and planning
- Creativity and problem-solving
- Strategic planning
- Adapting to new circumstances and opportunities as they emerge
- Social selling e.g. LinkedIn prospecting
- General fluency with technology especially in a remote selling context

*Requirements Continued...*

## Other

- Relationship first, 'win-win' mindset to foster sustainable revenue generation
- Growth mindset that's open to failure and learning from mistakes
- Commitment to environmental and social justice issues
- Demonstrated personal commitment to anti-racism, decolonization and/or anti-oppression work
- Legally entitled to work in Canada

## Nice to have

- Experience selling education and/or technology products and services
- Experience selling to or working with government, corporations or other institutions
- Completed formal sales training program e.g. CPSA, Dale Carnegie, Shane Gibson
- Complex and long sales cycle selling skills
- Experience with sales automation platforms
- Marketing content creation and curation skills
- Budget and project management skills

## PERKS

- Healthcare spending account allowance
- Paid time for sickness, personal days and bereavement
- Flexible working hours to help you better balance work and life commitments
- Home office stipend
- Kind and collaborative working culture that's on the cutting edge of organizational practices (see Margaret Wheatley, Otto Scharmer)
- Professional development allowance to pursue job-related and personal development
- Ongoing DEI training to support personal development & organizational capacity building
- Opportunity to work with and learn from leading consultants/advisors
- Career development opportunities in our fast-growing company

## HOW TO APPLY

Complete the application form and attach your resume.

**APPLY NOW**

### Application Process

Stage 1: Application submission

Stage 2: 30-minute video call

Stage 3: 60-minute video call; 90-minute task where you'll be paid a \$50 honorarium

Stage 4: 60 to 90-minute video call

Stage 5: Reference checks

Stage 6: Offer

Predetermined interview questions will be sent ahead of time.

## QUESTIONS?

As part of our efforts to offer a fair and consistent interview process for all applications, we regret that we can't answer any questions ahead of the application deadline. If you have a disability and would like to discuss accommodation of your disability and ensure fairness in our hiring process, please contact us at [sion@dreamriderproductions.com](mailto:sion@dreamriderproductions.com) or call 604-757-3212 before July 23, 2021.

Our remote team is based on many different Indigenous Peoples' native lands and our head office is located in Port Moody, BC, which is situated on the unceded territories of the Kwikwetlem (Coquitlam), qiqéyt (Qayqayt), x<sup>w</sup>məθk<sup>w</sup>əý əm (Musqueam), s<sup>k</sup>wx wú7mesh (Squamish), sel íl witulh (Tsleil Waututh), and Coast Salish peoples. We are committed to truth & reconciliation in action.

