

# Bilingual Business Development Professional

RPC is a research and technology organization (RTO), with the core mission to harness science and technology in the service of innovation, and to build economic competitiveness. In business since 1962, we serve over 1000 clients annually from our locations in Fredericton, Moncton, and St. George, New Brunswick. RPC offers a challenging work environment and competitive compensation.

This is your opportunity to be part of a vibrant and growing innovation leader. RPC has a permanent, full-time position available for a **Bilingual Business Development Professional**, based at our Fredericton location.

The Business Development Professional's goal is to expand RPC's market position, identify market opportunities, develop and analyze market data, retain and anticipate needs of current clients, and ultimately achieve sales revenue growth.

This will be achieved by prospecting for new clients via networking, cold calling, advertising and/or other means of generating interest from potential clients. He/she must then develop the appropriate value proposition. You will report to the Director of Operations but will work closely with the heads of six business units and the client services specialist.

## The main duties of the Business Development Professional can be summarized as follows:

- Identify and explore new business opportunities/leads to determine viability.
- Meet/identify potential clients by growing, maintaining, and leveraging your network.
- Research and identify potential clients, understand their needs, the RPC value proposition, identify the decision makers, develop and execute a strategy to capitalize on the business opportunity.
- Effectively engage and utilize resources available within RPC including the management team, the client services specialist, the communications specialist and others.
- Plan approaches and sales presentations.
- Work with the RPC team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Develop client retention strategies.
- Develop trade show plans and evaluation criteria, likewise marketing and sales media
- Conduct market research including internal data mining.
- Monitor and report on competition.

## Requirements

- Business, sales and/or marketing education **and** a science degree/diploma
- Fluent Bilingualism (French and English)
- 3+ years of related experience
- Willingness and ability to travel up to 5-10 days per month
- A clean criminal records check (required for the nature of RPC's work)
- Skills in networking, persuasion, prospecting, public speaking, and market research
- Outgoing personality motivated to meet people, and understand their needs
- Resourceful and tenacious

## Desired Skills and Qualifications

- Knowledge and/or training in competitive intelligence
- Knowledge and/or experience in CRM
- Interest in/aptitude for science and engineering disciplines

Salary for this position will be commensurate with qualifications and experience. Generous compensation package including pension plan, employee assistance program, ongoing training and development opportunities.

Please forward a covering letter and resume on or before **May 26, 2017** quoting reference **#BBDP0517** to:

Human Resources  
Research and Productivity Council  
921 College Hill Road  
Fredericton, N.B.  
E3B 6Z9

Email: [careers@rpc.ca](mailto:careers@rpc.ca)

*Review of applications will begin **as soon as possible** and will proceed until a suitable candidate is identified. Only those applicants chosen for an interview will be contacted.*

*RPC is committed to the principle of employment equity.*

