

Business Development Officer

Reports to:	Director, Commercial
Business Unit:	Commercial
Department:	Business Development
Location:	Saskatoon
Last Revision Date:	July 2022

Job Purpose

Under the general supervision of the Director, Commercial, this position develops and executes strategies to increase business sales and profits as well as identifies company products and services that are underperforming to ensure that the company achieves revenue target with a focus on profitability and growth, diversification, and relationship building.

Primary Responsibilities

- Develop an in-depth knowledge of company offerings, pricing, and policies, and improving existing sales proposals.
- Provide insight into product development and competitive positioning and participate in the development and implementation of business, i.e., sales and marketing, plans.
- Collaborate with the senior leadership team to determine the most viable, cost-effective approach to pursue new business opportunities and analyze financial data and develop effective strategies to reduce business costs and increase company profits.
- Conduct market research to identify new business opportunities and effectively manage the sales process by handling leads, developing business cases or supporting documentation required and adapt strategies and processes as required.
- Assist the director in reporting on time performance (OTP).
- Assist in budgeting and forecasting activities.
- Participate in responding to requests for proposals (RFPs).
- Meet with potential customers to present company offerings and negotiate business deals.
- Plan and arrange sub charters with other air carriers when required to meet operational needs.
- Ensure collaboration between business development and operational control to ensure feasibility of business plans.
- Develop and sustain solid relationships with company stakeholders and customers.
- Together with corporate and customer care personnel, develop and execute a corporate customer relationship management program that drives the Rise Air brand.
- Act as the main point of contact with external contacts and attend trade shows, workshops, and seminars to remain up to date with industry change and client needs.
- Analyze customer feedback data to determine whether customers are satisfied with company products and services.

General Responsibilities

- Develop and maintain knowledge of the company's vision, mission, and values.
- Foster a team-based environment through collaborative working relationships.
- Participate in recruiting, training, and guiding business development and customer care staff.
- Ensure optimal communication with all internal and external customers.
- Maintain current knowledge of all applicable Transport Canada rules and regulations, and company policies and procedures.
- Continuously update job knowledge by participating in training and other educational opportunities.
- Protect company values by keeping information confidential.
- Participate in other related activities as required.
- Ensure compliance with quality assurance and safety programs to promote an incident and injury free culture.

Qualifications

Typically, the knowledge and skills required for this position include post-secondary education in business management or administration, finance, accounting, marketing, or related field. A minimum of five (5) years' business development experience is required and in an aviation environment preferred. A valid class 5 driver's license is also required. A combination of education and experience may be considered.

Skills, knowledge, and abilities include:

- Exceptional verbal and written communication and presentation skills and ability to communicate effectively to all internal and external stakeholders.
- Ability to conduct effective research methods and analyze relevant market data.
- Knowledge of economic trends in multiple industries.
- Sound relationship building skills and ability to manage expectations of a diverse stakeholder group.
- Demonstrated creative approach to sales and marketing strategies.
- Adept at negotiating business deals and able to make sound decisions.
- Strong business acumen, detail-oriented, analytical thinking, planning, and problem-solving skills.
- Strong hands-on skills, self-motivated and demonstrated positive, can-do attitude.
- Demonstrated self-leadership skills and ability to effectively manage own workload.
- Excellent time management skills with the ability to organize, multi-task and prioritize.
- Proficient in utilizing Microsoft Office applications and familiarity with relevant computer software (e.g., Skyline).
- Ability to support, strengthen and enhance safety initiatives.

Working Conditions

Supervisory

N/A

Equipment Used

- Standard office and telecommunications equipment.

Typical Physical and Cognitive Demands

- Most work is completed in an office environment.
- Able to prioritize and organize objectives and meet deadlines.
- Must quickly adapt to changing assignments.
- Required to act professionally and use mature judgment.
- Considerable ground and/or air travel required.
- Weekend work and on call availability required.

Employee Statement of Understanding

I have read and understand the position description and I am able to perform all essential functions of this position. I acknowledge that my duties are subject to change and may include other duties not specifically outlined.

Employee Signature

Date

Human Resources Representative

Date