

Business Development Manager

Halifax, Nova Scotia

Reference #JL-17962



In the heart of our vibrant city, a new era in sports is about to begin as they unveil our very own professional women's soccer team! The Atlantic Women's Football Club (AWFC) is building a team in Halifax that will compete in a newly created Canadian professional women's soccer league. This league is the only professional women's sports league in the country and will be playing at the highest levels of soccer. As one of the founding teams in this league, their guiding principles are: Inspiration, Opportunity, and Legacy. The AWFC, which is a sporting and entertainment company, will be a prominent club known for its excellence both on and off the field.

With a commitment to their athletes' experience and our communities engagement, we are currently recruiting for a highly motivated and experienced **Business Development Manager** on behalf of our client. Based in Halifax, NS, this role will help drive their company and soccer team to success both on and off the field. This is an opportunity to lead and shape the future of the national soccer team, travel and network within the global soccer community, and have an impactful role in promoting national pride and unity through sports.

As Business Development Manager, you will play a pivotal role in developing and executing strategies to drive revenue growth and meet financial targets. You will be out in the community enhancing the team's brand presence, driving key stakeholder engagement, and maximize sponsorship opportunities. This position requires a confident, driven professional with a deep understanding of the sales process and a proven track record of success in business development and sales.

Responsibilities:

- Develop and implement comprehensive business development strategies to drive revenue growth and meet financial targets.
- Identify and cultivate new sponsorships, partnerships and commercial ventures.
- Build and maintain strong relationships with corporate sponsors, local businesses, and key stakeholders to enhance the team's brand visibility and market position.
- Lead negotiations and contract discussions with potential sponsors, ensuring favourable terms and mutually beneficial agreements.
- Collaborate with the marketing and communications team to create innovative sponsorship packages and promotional opportunities for partners.
- Manage and oversee the execution of sponsorship agreements, ensuring all commitments are met and delivering exceptional value to sponsors.
- Conduct market research and analysis to identify emerging trends, competitive threats, and growth opportunities in the sports industry.
- Represent the team at networking events, industry conferences and community engagements to promote brand awareness and foster relationships.

- Prepare regular reports and presentations on business development activities, financial performance and ROI for senior management.
- Stay updated on industry best practices, regulations, and innovations to continually enhance the team's business development strategies and initiatives.

Qualifications:

- Minimum of 3-5 years of experience in Sales and Business Development.
- Excellent negotiation, communication and interpersonal skills.
- Ability to think strategically, identify opportunities and develop creative solutions to drive revenue growth.
- Strong understanding of sports sponsorship, marketing and branding principles.
- Proven track record of success in business development and sponsorship roles, preferably within the sports industry.
- Ability to thrive in a fast-paced, dynamic environment and work effectively both independently and as part of a team.
- An understanding of the local business market.
- Passion for soccer is preferred.

Skills and Attributes:

- Confident, personable and honest.
- Ability to be organized and multitask/prioritize.
- Understand the benefit of low ego and being a "get it done" leader who supports however is needed.
- Ability to work flexible hours, including evening and weekends, to accommodate team events and activities.
- Have an entrepreneurial mindset and leadership style.
- The desire to grow a company.
- Wanting to make a mark in our community, country and internationally.
- Believing in the growth possibilities in the Halifax area.
- Wanting to create a world that inspires young women to pursue their talent within their own country.
- Building opportunities for growth of employees, players and the company.
- Believing in leaving a legacy for future generations.

To express interest in this opportunity please apply online directly:

<https://meridiarecruitment.ca/Career/17962>

If you have any questions, please contact Brittany Beale, Consultant, at bbeale@kbrs.ca or Jeff Lanthier, Partner, at jlantier@kbrs.ca. If you require accommodation to participate in the recruitment process, please let us know.

Meridia Recruitment Solutions connects leading organizations with top talent by building strong relationships and creating ideal matches with candidates because we are only successful when you are. We appreciate your interest in this opportunity.

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