



**HAIDA WILD**

## **Career Opportunity** **Business Development Associate**

***Haida Wild Seafood: Bringing people sustainable seafood choices.***

*Gina waadluxan gud'ad Kwaagiidang. Everything depends on everything else*

*The wild abundance of the sea has sustained the Haida people for thousands of years and provided a source for food, ceremony and spiritual sustenance. The fisheries around Haida Gwaii not only provide an important link to the cultural heritage of islands, but a sustainable future as well.*

### **POSITION SUMMARY**

A subsidiary of the Haida Enterprise Corporation (HaiCo), Haida Wild Seafoods is a custom seafood processor and retailer of premium OceanWise approved seafood products. Haida Wild produces only the highest quality specialty seafood from local, ethical and sustainable sources.

Reporting to the General Manager, and indirectly to the HaiCo Sales and Marketing Manager, the Business Development Associate manages existing customers, develops new business from existing customers and actively seek new opportunities. He or she will help align production, inventory and sales so that Haida Wild product will reach the end customer seamlessly.

A key focus of this position is developing strong relationships with customers and working with internal teams to ensure we meet and exceed customer needs. In addition to meeting customer needs on the sales side of the equation, this will involve building or refining logistics, plant production processes, sales processes or inventory management as they relate to an outstanding customer experience.

Collaborating with marketing, operations and HaiCo management, the Business Development Associate will establish effective sales strategies that align with the marketing plan, achieve sales quotas and grow business.

The Business Development Associate will spend 50% of his/her time on sales activities, 25% of his/her time on marketing activities, and 25% of his/her time on assisting in the refinement of production and logistics processes.

### **KEY DUTIES AND RESPONSIBILITIES**

- Works closely with Marketing, Sales/Account Representative, and Haida Wild management to develop the marketing and sales strategy for Haida Wild Seafood.
- Executes the plan by establishing and developing relationships in our key target markets which may include wholesale, retail, and business customers.
- Works with Haida Wild and HaiCo management to advise on product pricing.
- Collaborates with marketing, operations and management to identify new products based upon market and customer feedback.
- Serves as the lead point of contact for all matters specific to our customers.
- Maintains the CRM database of customers and prospects.
- Builds and maintains strong, long-lasting customer relationships.
- Negotiates contracts and closes sales agreements.
- Optimizes business opportunities with existing customers.
- Nurtures existing clients, responds to questions, deals with complaints and ensures service recovery where necessary to keep relationships strong.
- Assists in the research and forecast of market trends, competition and potential opportunities/new markets and develops new sales ideas.

- Tracks key sales metrics and prepares reports to share this information.
- Attends trade shows and conferences to promote Haida Wild products.

#### Other related duties as required

### KNOWLEDGE, SKILLS AND ABILITIES

- Personality with a bias toward action and results.
- Knowledge of the seafood industry an asset.
- Knowledge of Quality Assurance protocols in food processing.
- Demonstrated ability create new and lasting commercial relationships.
- Ability to pro-actively create new sales relationships and approach existing clients for additional sales.
- Demonstrated ability to communicate, present and influence credibly and effectively to customers, partners, and internal stakeholders and colleagues.
- Ability to manage multiple projects with attention to detail.
- Excellent listening, negotiation and presentation skills.
- Able to effectively use customer management software (CRM)
- Strong problem solving skills.
- Ability to think creatively and translate strategy and ideas into executable results.

### TRAINING, EDUCATION AND EXPERIENCE

- 2 years' demonstrated sales and account management experience, in a specialty food environment.
- Experience working in seafood sales.
- Diploma in Business Administration, Sales or related field with supplemental sales training.
- Proven track record of providing an exceptional customer-centric experience throughout the sales process.
- Knowledge and experience working in a First Nation's business environment.
- Class 5 Drivers License.

### WORKING CONDITIONS

- Located in Vancouver, B.C.
- Regular travel to Masset, BC area will be required.
- Ability to travel within Greater Vancouver on sales calls.

### CRITICAL SUCCESS FACTORS

Enjoys working within an entrepreneurial environment that is mission focused, results driven and community oriented.

Demonstrated ability to work with a team.

### HOW TO APPLY

Deadline for applications is **February 14, 2018**

Please send your cover letter and resume to [HR@Haico.ca](mailto:HR@Haico.ca) or apply online at [www.haico.ca](http://www.haico.ca)