



OPPORTUNITY BRIEF

BUSINESS DEVELOPMENT MANAGER



SEARCH CONDUCTED
BY PLACEMAKING 4G

STATEMENT OF INTENTION

At ReCover, we prioritize the cultivation of a diverse and inclusive workforce, understanding its critical role in driving innovation and fostering a sense of belonging. Our commitment extends to creating a work environment that authentically represents the communities we serve.

We welcome applications from all interested individuals, placing a particular emphasis on candidates from historically excluded groups. We actively encourage submissions from Black, racialized, Indigenous Peoples, People with Disabilities, members of the 2SLGBTQ+ community, women in non-traditional fields, and newcomers to Canada. Preference will be given to candidates who identify with any of these equity-deserving groups. We invite you to share this information in your cover letter or resume, and we invite you to express your pronouns.

Moreover, we collaborate closely with the P4G search team, who are dedicated to creating a safe space for you to openly discuss your experiences, preferences, and any accommodations that may support you. This partnership ensures that your information is handled with sensitivity and respect.

ABOUT RECOVER

ReCover is a non-profit organization committed to developing retrofit solutions that respond to the climate crisis at speed and scale. We do this through research and development, programs and services to property owners, and capacity-building activities for industry.

ReCover has been positioning itself as a deep retrofit accelerator since 2020 by forging partnerships with key retrofit market actors, building relationships and sharing knowledge with other Retrofit Accelerators, facilitating industry capacity-building activities, and completing research and feasibility studies for deep retrofits.

Central to ReCover's mission is the removal of barriers hindering deep retrofit implementation, including economic, market, and equity-related complexities. Through targeted programs, ReCover is empowering building owners to understand and finance deep retrofits while inspiring individuals to pursue careers in the green building industry and supporting existing professionals in design and construction to engage in deep retrofit projects. In collaboration with Indigenous communities and equity-deserving groups, ReCover is championing deep retrofit initiatives to address socio-economic disparities and mitigate renovictions. By raising awareness and developing retrofit solutions suitable for occupied buildings, ReCover aims to transform lives while reducing greenhouse gas emissions.

As ReCover addresses the challenge of performing deep retrofits, it recognizes the opportunity to safeguard the environment and enhance the quality of life for all.

MISSION

The greenest building is the one that already exists. We aim to develop retrofit solutions that respond to the climate crisis at speed and scale. We will do this through research and development, programs and services to property owners, and capacity-building activities for industry.

VISION

Canada's buildings are healthy, resilient, and environmentally responsible.

THIS MOMENT, THIS POSITION



As a pivotal member of our team, you'll serve as the Business Development Manager, reporting directly to the Managing Director. Collaborating closely with the Manager of Program Design and Delivery, your mission is clear: to drive ReCover's expansion within the retrofit market while maintaining a steadfast commitment to sustainability. Your role requires a delicate balance of strategic planning and practical execution, ensuring alignment with our core objectives.

WHAT YOU GET TO DO

Strategic Business Development

- Formulate and execute strategic plans to expand ReCover's reach and revenue within the retrofit market.
- Identify and nurture relationships with prospective clients, including property managers, landlords, and developers, to foster long-term partnerships and business growth.
- Serve as seamless conduit between potential retrofit clients and ReCover's program managers, providing guidance and support through the pre-development, development, and implementation phases of deep retrofit projects
- Monitor key performance indicators, pipeline progress, and revenue targets, providing updates and insights to senior management for decision-making.
- Assess the effectiveness of business development activities and strategies, implementing improvements for sustainable growth.

RESPONSIBILITIES CONTINUED

Market Analysis and Industry Engagement

- Conduct thorough market research to identify emerging trends, opportunities, key contracts, and growth potential within the retrofit sector.
- Utilize insights to inform strategic decision-making and drive targeted business initiatives.
- Represent ReCover at industry events, conferences, and networking opportunities, contributing to brand visibility, relationship-building, and thought leadership.
- Leverage networking platforms to raise awareness, forge connections, and position ReCover as a trusted authority in sustainability and energy efficiency.

Sales and Relationship Management

- Collaborate with the program management team to develop and test Minimum Viable Products (MVPs) to optimize the sales funnel and enhance customer engagement.
- Deliver compelling sales presentations and proposals showcasing ReCover's value proposition.
- Proactively manage client accounts, fostering enduring relationships to understand their evolving needs and challenges.

Partnership Development

- Identify and cultivate strategic partnerships with industry stakeholders, technology, and service providers to enrich ReCover's offerings.
- Collaborate with partners to explore opportunities for innovation and market expansion.

Customer Feedback and Innovation

- Solicit, analyze, and incorporate feedback from clients and partners to identify areas for enhancement and innovation.
- Champion initiatives to optimize ReCover's products and services, ensuring client satisfaction and industry leadership.



OUR VALUES

Transparency:

We value transparency in all our interactions, even when faced with challenges or vulnerability. We commit to honesty, ensuring that our communication remains open and candid.

Action:

We embrace a culture of action, recognizing that impactful change arises from doing, not just planning. We prioritize Minimum Viable Products (MVPs) and focus on the small, tangible steps that lead to meaningful results, emphasizing practical implementation over exhaustive planning.

Kindness:

We promote kindness over mere niceness, cultivating an environment of radical candor. We believe that clarity is an act of kindness, acknowledging that avoiding direct discussions can lead to issues. We commit to addressing challenges openly and constructively.

Courage:

We embody courage in our approach to work, manifesting discipline through a strategic use of our time. Our courage extends to communicating and implementing practices that prioritize efficiency and well-being.

The greenest building is the one that already exists.



From forestry, to manufacturing, to administration, to engineering, ReCover has the potential to create thousands of jobs in Canada.

6.7 Tons

of CO₂e stored per building

Using locally sourced, low-carbon materials, we will reduce the carbon footprint of each retrofit project and even build carbon stores.



Many of these materials will be sourced right here in Canada, **so we can rebuild the local economy while creating sustainable careers.**

WHY JOIN RECOVER

- Opportunity to make a significant impact in advancing sustainability initiatives and combatting climate change.
- Collaborative and inclusive work environment that values diversity and innovation.
- Competitive salary and benefits package, including health insurance and professional development opportunities.
- Chance to work with a dedicated team of professionals who are passionate about creating positive change in Atlantic Canada's built environment.

WHAT YOU BRING

- *Minimum 5-7 years of experience in sales, business development, or related roles, preferably within the retrofit or real estate sector.*
- *Proven track record of success in driving business growth, generating leads, and closing deals within a B2B environment.*
- *Strong understanding of retrofit principles, market dynamics, and industry trends.*
- *Excellent communication and interpersonal skills, with the ability to build rapport, negotiate effectively, and influence decision-makers.*
- *Strategic thinker with the ability to develop and execute business development plans that align with organizational goals and objectives.*
- *Results-oriented mindset with a focus on achieving and exceeding sales targets and revenue goals.*
- *Strong project management skills, with the ability to manage multiple priorities and deadlines in a fast-paced environment.*
- *Proficiency in Microsoft Office Suite and CRM software (e.g., Salesforce) preferred.*

THE PACKAGE

Salary: \$80,000 - \$95,000

Location: Atlantic Canada (Travel Required within Atlantic Canada)

“Everyone deserves a home and workplace that is healthy, secure, and affordable. Everyone should be paid well for their work. Solutions must empower and be co-created by communities.”



WHAT TO EXPECT

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect an invitation to chat with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 organization representatives.
- Finalists may participate in a second round interview or skills activity (virtual or in person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.

APPLICATION DETAILS

Apply now by
[Clicking Here!](#)

Applications will be accepted until 12 p.m. on April 19, 2024.

Please be sure to include a cover letter that speaks to your experience, but we also want to get a glimpse of your personality.

Don't be generic. Be yourself.