



Director of Business Development

LifeLearners is looking for an amazing Director of Business Development guru to lead an ed-tech Company from organic sales to growth

A bit about LifeLearners

LifeLearners is an online course development firm that specializes in creating highly engaging, cost effective online courses and digital tools for non-profit organizations, impact businesses, post secondary schools, among others; more easily connect to those who need their services. We create content through a shared approach and offer a platform to host courses for organizations, to increase their B to B, and B to C sales. Partnerships and repeat sales are key to our sales funnel.

LifeLearners is a social enterprise of Ready to Rent BC, a non –profit organization that has a decade+ experience in developing impactful, best practice, in-person education for a variety of learning styles, proven to build life skills on topics such as housing, financial literacy, communications and employment readiness.

Learn more about RentSmart, LifeLearners flagship course at www.readytorentbc.org

LifeLearners' foundation stems from creating exceptional in-person curriculums proven to build life skills. Translated online, courses are designed to influence behavior, build knowledge and life skills needed for a successful life. Join the team, improve people lives and support social impact organizations increase the number of people they reach every day!

Position Summary

This is very exciting opportunity to lead a newer ed-tech company with organic sales to growth. As the **Director of Business Development**, you will report directly to the Board of Directors and be responsible for developing and executing a sales and marketing strategy that establishes LifeLearners as a leading provider of online course development and educational offerings that support social impact throughout BC and Canada.

Who are you?

You are entrepreneurial by nature, an ideas person and you have proven success in business or program start-up and scaling. As **Director of Business Development** you excel at partnership development, networking. You strategically leverage opportunities, have proven skills and savvy in closing sales with decision makers. You are motivated and confident start-up to growth guru with a commitment to improving the lives of people.



Responsibilities of Director of Business Development include, but are not limited to:

- Development and ownership of a “go -to-market” plan, leveraging LifeLearners product portfolio. (RentSmart & LifeLearners course development for organizations)
- Identify, build and foster key partnerships across Canada with non-profits, institutions, government and industry.
- Execute the sales strategy to achieve revenue goals.
- Manage a product roadmap in collaboration with management that delivers on opportunities
- Manage P&L for the Business Unit
- Conduct/manager / act as a business owner managing forecasting and P & L and reporting
- Expand upon existing business model and uncover new business models
- Attend conferences and events in order to create a broad-based network, identify prospects and generate interest in course offerings
- Identify other opportunities to raise awareness and value of LifeLearners portfolio
- Jack of all trades

Job Winning Traits:

Education/Experience:

- A degree in a related field is preferred, or an equivalent combination of education and experience
- Previous experience taking a start-up business or product from organic sales to growth
- Considerable experience at partnership development, sales and / or business development
- Knowledge of value-based sales techniques
- Previous negotiation and sales of online educational courses an asset
- Understanding of current housing and rental landscape an asset

Skills and Abilities

- Ability to build long-term productive B to B relationships with government, organizations, and academia decision-makers, (as examples)
- Self-motivated
- Eager and driven to succeed
- Excellent partnership development skills
- Excellent sales skills
- Excellent interpersonal, oral and written communication skills
- Creative and outside the box thinker

Compensation:

- Competitive negotiable compensation based on experience.
- Employee benefits available after three months

Work Hours:

- Monday to Friday 37.5 hours per week.
- *Flexible on days worked and which hours



- Travel through Canada may be necessary

Please send resume to Kristi Rivait at ceo@lifelearners.ca. Interviews conducted on a rolling basis, starting March 2019.