

Job Purpose

The Connections Coordinator achieves maximum market exposure, brand awareness and network growth for ABM by understanding the economic landscape of Aboriginal-driven business development. With a focus on making an individual, succinct and accurate business case for ABM participation, the Connections Coordinator communicates competently with current and potential members of the ABM Network.

Core Functions:

- Promotes and sells ABM registrations to existing and prospective customers through a relationship-based approach;
- Represents the ABM brand through knowledgeable advice about opportunities in Aboriginal business development;
- Develops new leads based on constantly evolving market intelligence;
- Establishes, manages and maintains up to date and effective reporting and communication tools;
- Collaborates with the Connections Managers in establishing and recommending the most realistic goals for Raven Events;
- Implements detailed objectives, strategies and action plans that support the achievement of sales goals;
- Maintains an effective method for timely reporting on exceptions to/progress on achieving objectives.

Details of Functions:

- Develops and demonstrates a complete understanding of the ABM product, its value and market advantages and the ability to present rationales in a technical, factual and bottom-line-oriented manner;
- Demonstrates a complete command of sales tools with the ability to refine existing and develop new tools in collaboration with the rest of the Raven Events team;
- Continuously develops leads, conducts sales calls (including cold calls), in person and by phone, listens to customer requirements and eloquently presents customized business cases for event registration;
- Maintains and develops effective relationships with existing and potential customers by telephone, mail and email;
- Develops and fosters relationships with market influencers such as decision makers representing tribal councils or industry associations, achieving broad market reach;



Connections Coordinator

- Responds to customer objections in an effective manner, demonstrating an ability to turn negative objections or concerns into positive perceptions that result in a sale;
- Responds to incoming email and phone enquiries promptly and correctly;
- Negotiates the terms of special registration fee agreements, with the purpose of closing the sale, while using common sense and industry knowledge;
- Attends and represents Raven Events at trade exhibitions and networking events;
- Documents detailed sales information in Insightly, scheduling and conducting ongoing follow-up to ensure all active sales leads are current and present status is available to other team members;
- Gains a clear understanding of customers' businesses and requirements in economic and cultural contexts and keeps up to date on current affairs relating to the target markets;
- Gathers and documents market, customer and future buying trend information to inform refinement of product and sales strategies;
- Creates, produces and presents reports to continuously evaluate and document sales progress;
- Attends team meetings, sharing information efficiently and using tools such as Podio, ConVerve, Outlook, Word, Excel and Insightly expertly;
- Is available to take on additional tasks and special projects as required.

Reports to: Manager of Community and Company Connections
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