

## **Job description - Corporate Relations Manager – Mississauga Board of Trade**

Join the Mississauga Board of Trade and play a pivotal role in building strong partnerships as our next **Corporate Relations Manager!** In this role, you will engage with local businesses, identify opportunities, and drive meaningful relationships that support our community and members. If you have a passion for sales, networking, and making an impact, this is the role for you!

**Your Opportunity:** As the Corporate Relations Manager, you will be the first point of contact for potential members, sparking connections and driving interest in the Mississauga Board of Trade. You will engage with business leaders at all levels, showcasing the value of membership and turning conversations into long-term partnerships. Your efforts will directly contribute to growing MBOT's membership and strengthening our community of businesses.

- Prospecting (lead generation) & developing a sales funnel (net new revenue) of potential members by utilizing a provided database, networking, internal and external events, and general outreach to the business community
- Deliver tactics that support business focus in expanding outreach strategy to build multiple streams of opportunities i.e. prospect by campaign telephone cold calling, developing client referrals, and responding to leads
- Qualify business opportunities, research, and gather strategic account information, while maintaining continuous follow-up and follow-through on all accounts via our CRM tracking tool
- Needs to have a complete understanding of our products & services designed for all business sizes across business sectors, in order to provide "customized" solutions for each potential member's requirements
- Understanding of government relations and business interests on behalf of the client as related to our policy advocacy key resolutions
- New member payment collections
- A key focus on documenting, recording, and tracking within our CRM tool, utilize our Project Management Tool, including the calendar function, for the purpose of funnel management and documentation of the detailed outcomes of meetings/calls

## **SKILLS & QUALIFICATIONS:**

- Must have an undergrad degree/diploma, ideally in Business Administration, Marketing, or Other Related Discipline(s)
- Exceptional communication skills, verbal, written, and presentation
- Confident in working with "C" suite level leaders within organizations (executives)
- Proven track record in lead generation of new business and closing sales
- Seasoned salesperson with a consultative and account development approach
- Strong experience in sales and customer service is a must
- Proficient in Microsoft Office, Outlook, CRM Tool (MC Trade - Personify), Project Management Workspace Software (Monday.com)
- Advanced skills in social media – LinkedIn as a resource tool
- 3-5 years of experience in corporate sales and service

- Must have a car and valid driver's license to travel within GTA
- Experience working with a chamber of commerce, board of trade or a membership business association is an asset

About Us: Since being established in 1961, Mississauga Board of Trade (MBOT) has played an important leadership role serving and representing the interests of business of all sizes and sectors in our community.

As the "Voice of Business" in Mississauga, we advocate on policy issues at all levels of government that impact local business of all sizes, and we are influential in helping to shape policy decisions. MBOT also offers a wide variety of valuable business services and professional development programs, networking events, and marketing opportunities, to help businesses grow, prosper, and get connected

We thank all applicants for their interest. Only those selected for an interview will be contacted.

At MBOT, we are committed to building, creating, and maintaining a diverse, inclusive, and accessible work environment. We welcome people of diverse backgrounds, perspectives, and skills.

To apply, please submit your resume/cover letter to [acozzi@mbot.com](mailto:acozzi@mbot.com)