

## **BUSINESS DEVELOPMENT MANAGER**

We are looking for a **Business Development (BD) Manager** to focus on continued growth in all areas of our practice. The successful candidate will work closely with the leadership team and technical staff to enhance the firm's visibility, cultivate relationships with clients and industry partners, and develop winning proposals and marketing materials.

The BD Manager position actively supports and manages the firm's business development and marketing efforts. In this position you will be working closely with leadership to execute short- and long-term goals related to pursuits and day-to-day proposal activities. You will make recommendations and then assist with implementing marketing strategies including promotional, business development, and data management initiatives.

**Location:** Winnipeg

**Hours:** Daytime hours, Monday to Friday

**Job Type:** Full-time, permanent, in-office position

### **Key Responsibilities:**

- Monitor various platforms for pursuit opportunities.
- Identify opportunities for new work, including RFPs, market growth, and competitive advantages.
- Develop and implement a Go/No Go process to evaluate the applicability of leads.
- Develop a pursuit process checklist for pre-proposal considerations, proposal initiation, proposal development, and post-proposal activities including debriefs, client follow-up, and lessons learned.
- Participate in components of the project life cycle that include project pursuit and initiation as well as closeout to ensure information is available for future pursuits.
- Oversee and execute the proposal process, seeking input from team members to provide content and background information.
- Be responsible for overall quality and timeliness of proposal submissions.
- Develop and implement client satisfaction surveys/questionnaires to document challenges, constraints, successes.
- Work with our Social Media Coordinator to ensure branding consistency and marketing.
- Develop and maintain a database of marketing and proposal material that aligns with our strategic goals and establishes consistent language and branding.
- Develop project promotional materials including corporate profiles, project feature sheets, staff CVs, etc.



- Research applicability of AI tools for BD and proposal content development.
- Utilize graphic design and layout tools to develop promotional materials.
- Coordinate and prepare various graphic production needs for internal and external presentations.
- Monitor communication and promotional materials to ensure they are current and reflective of the firm's marketing message and branding.
- Coordinate award submissions and external communication initiatives.
- Develop and compile appropriate marketing metrics to track key performance indicators of marketing efforts.
- Prepare updates to the company's website and internal employee website, recommend content and/or re-designs and work with outside consultants as needed.
- Arrange and manage the coordination and logistics of project photoshoots.

**Qualifications:**

- Degree or diploma in a post-secondary business development and/or marketing program.
- Minimum of 5 years of experience in the architecture/engineering/consulting industry.
- Effective interpersonal and communication skills.
- Proficient with business writing and copy editing.
- Demonstrates initiative and enjoys working in a fast-paced environment. Able to effectively organize and prioritize multiple tasks.
- Highly proficient with Microsoft Office, and able to learn new software as required.

**Key assets:**

- Proficiency with graphic design and layout.
- Experience working with Adobe Creative Suite, specifically InDesign and Photoshop.
- Social media and website experience.
- Experience with Enterprise Resource Planning (ERP) software.
- Familiarity with AI tools for business development.

**Compensation:**

- Competitive compensation package, including bonuses
- Group Health Benefits
- Pension Matching
- Paid Professional Development
- Paid Professional Association Dues
- Wellness Spending Allowance

Please e-mail your application to [careers@crosierkilgour.com](mailto:careers@crosierkilgour.com). Although we appreciate all applications, only those short-listed will be contacted for an interview.

**Application Deadline:** Open