

## CLIENT ACQUISITIONS & BUSINESS DEVLPT' MANAGER – SR. LEADERSHIP

TERM: F/T STAFF CONTRACT

Canadian Centre for Civic Media and Arts Development Inc. operates as VX3 Exchange. We strive to empower the Canadian Afro-Caribbean community (*and other key demographics*) by way of **producing media and experiential content** that engages with a broader audience. We collaborate with frontline members of the community in media and the arts to create experiences that inspire **CULTURE, CREATIVITY** and **CONNECTIVITY** across Canada. Find out more about us at: [www.vx3exchange.com](http://www.vx3exchange.com) – We are home to [VIBE105](http://VIBE105) (105.5FM) Toronto.

We want YOU to join our team!

### JOB DESCRIPTION

The role of the CA&BDM is to oversee the bottom-line profitability of our **community-collaborative** content experiences. This Senior Leadership role will manage a roster of Account Reps and skilled positions that deliver on the marketing and sales of broadcast and creative content campaigns.

Working in tandem with our Content Development division you will identify ways to creatively elevate and/or measure the experiences delivered by our talented pool of creators. When successful, this department will be responsible for securing sponsorships, client campaigns via broadcast and events, product placements and other innovative market engagement solutions. Further, the role will work to align those services with timely and relatable content experiences for enriched client solutions. The role will apply a strong grasp of business and marketing models to guide the growth and connectivity of media productions and audience engagement strategies.

**\*NOTE: DUE TO ONGOING HEALTH RESTRICTIONS - OPERATIONS WILL SUPPORT A HYBRID OF REMOTE & ON-SITE**

### QUALIFICATIONS:

The role of the CA&BDM is to nurture and grow the portfolio of media/event properties within the VX3 creative eco-system. Specifically, you will achieve success relying on the following skillset(s):

- 3-5 Years of Experience in Marketing Sales and/or Corporate Client Services
- University degree or equivalent industry experiences
- Knowledge and/or passion for media - able to express concepts/ideas in creative ways
- Strong grasp of multimedia production tools for video, broadcast, audio, etc. (*including thorough grasp and understanding of the ever-evolving media landscape*)
- An entrepreneurial spirit is an asset – including grasp of financial management and budgeting
- Demonstrate an ability to work in a **remote team/collaborative environment**
- **Strong written and oral communication skills** – please include a cover letter with application.
- Demonstrate **innovation, problem solving and multitasking skills**
- Detail oriented and **strong time management skills**
- Ability to **lead diverse teams** (*across design, broadcast etc.*), **work independently** and take initiative
- Possess excellent knowledge of MS Office Suites, Zoho CRM and workflow platforms is an asset.
- **Previous experience in a Senior Leadership Role and strong grasp of sales is A MUST.**

## SUMMARY DUTIES:

- Pitch integrated marketing/content projects across a variety of media platforms (*including broadcast, digital, and event sponsorships*) to an existing base of clients within your portfolio, to meet or exceed annual revenue targets
- Oversee and maintain in-house accounts as part of your core client service portfolio
- Maintain customer and prospect relationships, working with the agency's CRM database to record campaign activity and any pertinent client and/or prospect information
- Work with the agency's content leads to ensure clients and prospects are kept informed of upcoming opportunities and execution of experiences
- Represent our agency content, brands and platforms at a variety of industry events, conferences and trade shows; some travel may be required as necessary
- Work with agency's Financial Controller to track and execute insertion orders, contracts, timely invoicing and maintain client connections
- This role offers a base + commissions and incentives connected to bottom-line performance of the department – inclusive of individually-led sales

Applicant must send a cover letter, resume, samples for review and **MUST LIVE IN TORONTO/ GTA** and prepare to **work REMOTELY (Regularly) and ON-SITE (Occasionally)**. Please specify in your application your area(s) of interest and experience, including any accommodation(s).

If considered for the position applicant must provide three (3) professional and personal references.

Applicants should be confident, sociable, reliable, fast-learners, quick thinkers, and a self-starter. If you have these qualities, please email to schedule an interview (*via Zoom*). Looking forward to hearing from you!

Contract for F/T hours, Approx. **\$55,500 - \$60,000** (*starting base D.O.E. + monthly bonuses and earned incentives*)

Deadline: **APRIL 8, 2022 by 4:00 pm EST**

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*VX3 Exchange (CCCMAD Inc.) is an anti-sexist, anti-racist, anti-homophobic, anti-oppressive employment environment; and is committed to a diverse and equitable workspace. Only candidates selected for an interview will be contacted.*

### **Job Contact Information - Send Submissions to:**

Randy Reid, CEO/Lead Strategist

#### **VX3 Exchange**

c/o YU – 1<sup>st</sup> TS Centre, Suite 413

4700 Keele Street Toronto, ON M3J 1P3

Email: [jobs@vx3exchange.com](mailto:jobs@vx3exchange.com) Fax: (416) 650-8052

**Salary:** **\$55,500 - \$60,000** (*starting base D.O.E. + monthly performance bonuses and incentives*)

#### **Terms:**

Full-Time Contract (*with potential for extension*)

**Start Date:** March 21<sup>st</sup>/2022

**End Date:** April 31<sup>st</sup>/2023 (*all contracts reviewed for renewal annually*)

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Upon appointment, the role will be required to work flexible hours and complete a determined observation period. If necessary, the candidate will be provided with the necessary trainings during the first two weeks of their appointment. *Note: If identified, these trainings will then be compulsory. **ONLY CANDIDATES WITH PREVIOUS EXPERIENCE WILL BE CONSIDERED FOR THIS ROLE.***