

BUSINESS DEVELOPMENT OFFICER

Title:	Business Development Officer	Position Type:	8 Weeks
Organization:	pointA	Location:	Remote (Work from home)
Start Date:	July 4, 2022	End Date:	August 26, 2022
Pay Rate:	\$16.25/hour	Schedule:	35 hours/week

ABOUT US

pointA is a dynamic, award-winning non-profit that envisions sustainable transportation options for everyone. Our goal is to connect people to the places they want to go. We aim to give businesses and people transportation options that benefit the environment, the economy, and the well-being of our communities. In collaboration with our funders, members, and partners, we facilitate transportation demand management (TDM) programs and advocate for sustainable transportation.

Our core activities include developing, launching, and monitoring TDM programs for medium- to large-sized organizations. We promote a menu of options for commuters, such as transit, ride-matching, shuttle buses, vanpooling, remote work, cycling, and walking.

POSITION OVERVIEW

Reporting to one of our Program Managers, you will support pointA in expanding its reach, attracting new clientele, and retaining existing clientele, accounting for the impacts of how COVID-19 has changed the way we commute to/from work.

The key tasks for this role include:

- Collecting and analyzing feedback from existing clients
- Data analysis using customer and community feedback, census data, and other data sources to identify growth potential as well as barriers
- Conducting market research to identify new clients and opportunities to expand programming within the community
- Assisting the programs team in developing relationships with new clients and re-engaging current clients
- Writing content for social media, blog, newsletter
- Gathering and reporting on KPIs and impact metrics
- Help measure and identify barriers preventing specific populations from using more sustainable transportation (ex: seniors, newcomers)
- Reporting on progress at weekly team meetings
- Presenting current clients with new engagement opportunities.

YOU ARE

- A self-starter who can manage many competing priorities and timelines while working remotely.
- Someone with strong written communication skills, from writing emails and blog posts to social media posts and written reports.
- Innovative and resourceful – You enjoy finding new ways to source new information on clients, trends on commuting and other research areas.
- A skilled researcher, able to work with qualitative and quantitative data and metrics.
- Collaborative and able to work across the organization, our funders, and stakeholders.
- Able to work remotely due to COVID-19 using your personal computer and internet connection.
- Eligible for Canada Summer Jobs positions (between 15-30 years old as of the start date outlined above, be a Canadian citizen, permanent resident or refugee who has been conferred under the Immigration and Refugee Protection Act for the duration of the employment).

BONUS POINTS FOR

- Experience with Twitter and other social media platforms. Graphic design skills (e.g., Canva, Photoshop, Illustrator) are an extra bonus.
- Experience working with metrics and analytics to track progress (e.g., Google Analytics).
- Experience with sales and/or client tracking.

WHAT WE OFFER

- We are a small, passionate team where innovative thinking and creativity is valued. You'll have the opportunity to directly make an impact on the operations of the organization.
- An open and collaborative team who is passionate about making positive change.
- Flexible hours and work arrangements.

APPLICATION REQUIREMENTS

Please address your cover letter to **Koda MacLellan, Program Manager**.

Please submit your cover letter and resume in a **single PDF** to careers@pointa.ca no later than June 20, 2022 by 11:59 PM EST, with the job title 'Business Development Officer' in the subject line of your email.

Applications sent to any other email address or in any other way will not be accepted.

ACCESSIBILITY

pointA welcomes applications from persons of diverse backgrounds, including people with disabilities. If you require accommodation during the application process, you can contact Sivan Alshek at salshek@pointa.ca or at 647-920-3751.

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