

**Posted: November 26, 2021****Closing Date: December 20, 2021****Location: Victoria, BC**

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Malatest is one of Canada's largest independently owned and operated social research companies, with offices located in Victoria, Edmonton, Ottawa, and Toronto.

The role of the Product and Marketing Development Lead is a new position at Malatest. The position reports to and works with the Vice-President – Business Development, the company's President, as well as an existing team of proposal/business development writers. The Product and Marketing Development Lead is responsible for connecting with new clients and developing business contacts for lasting partnerships. Strong communication, both written and verbal is key, as is presentation style. Our ideal candidate will be skilled at finding and building partnerships and understanding what will be important to new or existing clients for whom we have a product offering or solution. In some cases, they will also coordinate with internal teams to work on developing new products. They will also be comfortable communicating with potential clients verbally and in writing, and with presenting materials to help secure new business. They will have had exposure to marketing, communications, outreach for sales, and/or project management.

Areas of our research focus are diverse; however, some common areas include health, education, employment and the labour market, housing, and transportation. If you have an interest in the research Malatest provides and are looking for an opportunity to diversify your learning and experience related to a range of business development opportunities, this position would be of interest to you. This position will be located in Victoria and will be a salaried position plus share in a revenue-based bonus.

We appreciate all candidates who apply; however, only those with a cover letter demonstrating why they are qualified for this position will be considered.

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**Key areas of responsibility include:**

- Identifying potential clients and coordinating meetings for Malatest's senior management
  - Building and maintaining key partnerships with new or existing clients
  - Developing and supporting identification of potential market areas (e.g. staying current with new business opportunities)
  - Identifying new clients with the goal of enabling Malatest to showcase services available to the clients; this could include a mix of online communications as well as "cold calling" stakeholders in sectors in which we operate
  - Supporting the development of marketing materials and leads (e.g. sales sheets, presentations)
  - Leading and contributing to the development of business plans and business cases for new initiatives
  - Coordinating communications with potential subcontractors
  - Completing other activities as needed in support of business development unit
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**Qualifications:**

- Undergraduate/graduate degree/diploma in marketing, communications, business administration, English, graphic design, social sciences, or other relevant field of study. Minimum of undergraduate degree or diploma.
- Essential skills and aptitudes:
  - Strong communicator and presentation style
  - Relationship building

- Ability to write complex text efficiently and to a high level of quality
  - Critical thinking and professional business acumen/judgment
  - Ability to manage time and tasks to self-monitor and work collaboratively with others
  - Ability to connect with decision-makers in public and private sector organizations
  - Proficiency with MS Office and other relevant programs (e.g. InDesign, Affinity Designer, Affinity Publisher)
  - Legally entitled to work in Canada and able to obtain security clearances from the Industrial Security Directorate Division of Public Services and Procurement Canada
  - Desired skills and aptitudes:
    - Experience developing a customer relationship management system (CRM)
    - Minimum of two years applied work experience in a client-focused environment with responsibility for managing time and multiple projects from inception to completion
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### **Working Conditions**

Malatest is a fast-paced, dynamic work environment. This position will support multiple projects simultaneously, under the pressure of deadlines. The work requires extensive use of a computer and advanced computer skills are required. The work will also require making phone calls and sending emails to support sales activities, and working out of the Victoria, BC head office.

The successful applicant must be able to self-monitor, constructively handle feedback, and strive for continuous improvement. Standard office hours of operation are Monday to Friday from 8:30am to 5:00pm, though some flexibility is possible for the right candidate.

Employees must demonstrate a high level of integrity and attention to detail, an ability to work independently, and the ability to accept responsibility for the quality and completion of assigned work. This position must demonstrate clear and collaborative communications with multiple departments.

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**Hours of Work:** Full-time (40 hours per week); schedules may vary based on work requirements; flexibility to work other hours and/or overtime during busy times

**Salary Range:** **\$50,000 to \$60,000** per year (based on qualifications) plus revenue-based bonus; high standards of excellence and performance may lead to further career advancement opportunities

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### **How to Apply**

Submit a cover letter that demonstrates your experience and writing ability and a resume to Ashley Curran at [resumes@malatest.com](mailto:resumes@malatest.com). Please quote the competition number **RAM-MDL21**. **No calls please.**

**Note:** While we thank you for your interest, only shortlisted candidates will be contacted.

R.A. Malatest & Associates Ltd. is an equal opportunity employer and will not discriminate against any employee or applicant from employment because of physical or mental disability, race, colour, religion, gender, sexual orientation, or creed regarding any position for which the employee or applicant is qualified. We are committed to ensuring employment equity within our workplaces. You are welcome to identify within your application if you belong to one of the four designated equity groups: women, Indigenous, persons with disabilities and/or members of visible minorities.

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