



Director, Relationships Toronto: Ripple Creatives, Inc.

Established in 2013, www.ripplecreatives.com is a small (but growing) award-winning full-service creative agency with operations in Toronto and, recently, in New York.

Ripple Creatives is seeking a part-time, contract **Director, Relationships**. This role has the potential to transition to a full-time role in the future.

Working very closely with Ripple Creatives' President and collaboratively with our extended team, the **Director, Relationships** will be responsible for leading Ripple Creatives' business development efforts.

The chosen candidate will create, oversee and execute a business development strategy and manage the new business function from end to end.

The chosen candidate will work from home and with the Ripple Creatives team at our Toronto office at Bloor and Yonge or in various other meeting spots (coffee shops, client offices) in downtown Toronto.

Responsibilities:

Business Development:

It is our goal to offer five-star, high-touch service to our clients. As the first contact for our prospects and clients, you will serve as the introduction to Ripple Creatives and what we are about.

- Oversee and "own" the business development function - developing client/agency relationships and bringing in new business for Ripple Creatives.
- Run the end-to-end proposal process, including assessing and reaching out to initial prospects, collaborating with key internal stakeholders, interfacing with prospective clients, and creating pitch "decks", proposals, and RFP responses.
- Seek to understand client / prospect business goals in order to develop strategic documentation that clearly articulate the client's needs.
- Work to add value to clients by providing insight and opportunities they may have not considered that can help them achieve their intended goals.
- Expand contacts with key client executives and maintain strong post-engagement relationships - introducing new opportunities accordingly.
- Maintain a close working relationship with the Ripple Creatives team, with specific collaborative working relationships with our President and Director, Client Concierge (account / project management.)
- Attend functions and events as a representative of Ripple Creatives where business opportunities might be found.
- Actively search for business development opportunities within existing clients and seek to understand client strategic goals and objectives as they change over time.

- Attend the weekly project status meeting and other meetings with internal staff / leadership as required.
- Oversee administration related to new business: contracts etc.
- Schedule and lead meetings with prospective clients.

Other work:

- As needed:
 - Create and finalize contracts and other documents throughout the business development and acquisition process (client contracts, freelance contracts etc.)
 - Refine and manage our CRM tool (Hubspot).
 - Ensure the careful management of our documents and files in Google Drive for future reference.
 - Development of presentations and documents.
 - Schedule, lead / participate in client / prospect calls, meetings etc.
 - Oversee client evaluations and post-project surveys.
 - As required, provide administrative support to Ripple's President.
 - Help maintain Ripple's commitment to a world-class creative product and service.
 - Other duties as assigned.

Job Requirements:

- 3-5 years of previous business development experience, ideally for an agency or other professional services organization, with proven results.
- Background working in a sales capacity with organizations focused on any of: professional services / B2B, video production, website / digital development, graphic design, copy-writing, marketing / creative strategy, social media strategy / community management.
- Able to speak with authority and understanding about potential advertising marketing / creative projects across various disciplines – traditional, digital, branding, etc.
- Fluent in verbal and written English - an exceptional communicator with the ability to develop well-written documents and presentations. Grammar and punctuation count.
- Strong presentation skills.
- Strategic understanding of all disciplines of marketing and communications.
- Digitally fluent.
- Located in Toronto and legally able to work in Canada.

Your Personality traits:

You are:

- Independent and incredibly organized.
- You understand that selling is not about manipulation, but rather finding ways to be helpful and solve problems.
- You think long-term and understand that business development is about building trusted relationships over time, not just making a “quick sale.”
- You are ethical and do the right thing, even when no one is watching.
- Self-propelled – you get the job done, right, without someone leaning over your shoulder
- Curious and a lover of learning.
- Comfortable with ambiguity and shifting priorities.
- A leader, who values integrity and honesty.
- Known for your sense of humour.
- You are a kind and compassionate person who believes that “nice guys can win”.
- Innovative – you naturally see opportunities to work better / smarter.
- A “people person” – a relationship builder.
- A multi-tasker.
- Tenacious and resilient. You know you will hear “no” a lot in sales and consider that part of the challenge.
- Flexible – you understand that the sand is always shifting in our business.
- Able to interact with clients of all levels and industry backgrounds, from the CEO to administrative support staff.
- Comfortable in a virtual, digitally driven business including the use of cloud-based tools, social media etc. Digital literacy is essential.
- A strategic thinker, but without being cynical.

Compensation:

- This is a part-time, six-month contract role with the potential to transition to a full-time role dependent on performance.
- The contract will be for approximately 20 hours per week and will include both an hourly wage and structured bonuses based on achieving milestones / revenue targets.

How to apply:

Interested applicants can apply by email, with a copy of your resume and links to any previous work or other websites you would like to include (Linkedin, for example, or your blog) to:



werk@ripplecreatives.com

We will contact applicants of interest. No phone calls, please. Thank you in advance for your interest in Ripple Creative Strategy.

No staffing agencies, please.