

BUSINESS DEVELOPMENT AND MARKETING COORDINATOR

JOB DESCRIPTION

The role of BUSINESS DEVELOPMENT AND MARKETING COORDINATOR (BDMC) is to provide new business research, lead generation, and lead qualifying assistance to the Principals responsible for Origin's business development. In addition, the person in this role acts as the project manager for Origin's internal marketing projects and plays an active role in Origin's online community management and social channel monitoring.

+ JOB DETAILS

JOB TITLE: Business Development and Marketing Coordinator

DIRECT REPORT: Principal

SALARY RANGE: \$16-20 per hour (dependent upon experience)

BENEFITS:

- > Vacation: 2 weeks paid per year, plus paid non-stat days Dec. 25 and Jan. 1
- > Recreation: \$500 recreation credit in first two years, up to \$1200 in third year
- > Health: HUB Health Trust of \$500 per year

+ BUSINESS DEVELOPMENT RESPONSIBILITIES

- > Manage the Origin new business development process of researching, defining, developing and managing leads on a weekly basis
- > Reach out to new business prospects, introducing Origin, and qualifying potential candidates
- > Researching new business angles and approaches
- > Setting up introductions and appointments for Origin's principals
- > Sending follow up emails/materials
- > Lead Origin's communications "drip" campaign
- > Provide weekly new business reports to principals
- > Weekly report to the principals on leads, prospects
- > Maintain competitors research document with information on what prospects are doing from a marketing standpoint

+ BUSINESS DEVELOPMENT RESPONSIBILITIES

- > Lead social media / community management efforts, with an eye on business development
- > Coordinate Origin marketing projects through proper internal processes
- > Proactively manage the Origin marketing calendar, marketing plan and budget
- > Coordinate the marketing tools execution and oversight
- > Keep tabs on competitors

THE ORIGIN WAY

At Origin, we believe that “how” we do our jobs is as important as “what” we do in our jobs. We nurture a creative and strategic work environment that demands a unique approach to the day-to-day. These “hows” represent the cultural non-negotiables for every Origin team member, and are reflected in our relationships with our clients, partners, vendors and most importantly, each other. At Origin we believe in being honest and transparent in the expectations we have for each and every team member. You'll be measured and evaluated against the expectations below, along with your individual job description tasks. You'll be rewarded based on the same set of expectations. You'll be paid what you're worth and you'll enjoy a slew of perks associated with working with a group of people that feel and act the same way you do. Welcome to the Origin Way.

- > **We're thinkers.** We actually think, before we do. It's surprising how that one small thing can set you apart from the crowd.
- > **We're creative problem-solvers.** Every day, we show up at work to find real and effective creative solutions to our customers business problems. We don't design for design-sake or apply text-book marketing techniques to our clients' problems. Every situation is unique and deserves to be treated as such.
- > **We're positive...** in a, "yeah, we can do that," kind of way. It's a sunnier outlook on life that separates us from those unhappy and inflexible people from whom you typically hear, "Not gonna happen."
- > **We're trend-watchers.** We people watch. We travel. We read industry magazines, newsletters, blogs and websites. We like gadgets and technology. We like art and film and fashion. And we're suckers for the newest binding technology and breathable, waterproof fabrics.
- > **We're entrepreneurial...in spirit.** We understand what it takes to build a successful business. We're willing to pitch in to get things done, wear more than one hat when its required, take risks when we can and work hard to make up for our mistakes. We're not in it to cash our paycheques and check out.
- > **We're focused on excellence.** We continually strive to grow both our creative and strategy work. Mediocrity is the enemy – and we try hard not to let it in the door.
- > **We challenge ourselves and those around us.** We find ways to push, and then support each other, in getting outside our comfort zone and finding ways to grow within our existing jobs.
- > **We're risk-takers.** We know that when we take measured, calculated risks that constantly push the quality of our design and strategy that we always end up in a more satisfying place.
- > **We're proactive.** We don't hum or haw, sit on our hands or wait to be asked. We get up, assess the situation and get shit done.
- > **We're motivated.** Something is inside us that drives us to be the best we can be. Sure, our environment supports this, but the motivation for greatness comes from each and every one of us. Interestingly, we find we're motivated by motivated people. Funny how that works.

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- > **We're collaborative.** We acknowledge that rarely is a great plan, design, idea or concept not made better by sharing it with others. We don't just take feedback, we seek it out, we dish it out and we revel in it.
- > **We're respectful.** It's the golden rule..."do unto others..." We don't break that rule here. We never disparage or disrespect our co-workers. We enjoy the diversity of talents and personalities we have.
- > **We've got each other's backs.** We all have demanding jobs, but workloads fluctuate from day to day. We sense when someone else is maxed a) and we jump in to help them out. It's the Origin version of the military creed "no man left behind".
- > **We're customer-focused.** We never lose sight of the fact that we are in business for our clients. Giving our customers what they need is our reason for being. Note: there is a difference between giving customers what they need and giving them what they want. The first scenario makes you an expert the second makes you a short-order cook.
- > **We understand the importance of leadership.** We strive to provide it to our team to help them grow and learn. We also look for it in our team and strive to find ways to grow leaders within our ranks.
- > **We laugh.** A lot. We tell off-colour jokes. We swear. We burp. We sing. We give each other a hard time. We drink beer. And we stealth dance. And then we laugh some more.
- > **We are where we live.** We believe that people are defined by the places in which they feel most alive. For this reason, we strive to get the most out of where we live every single day. See you in the mountains.