



The Institute of Corporate Directors (ICD) is seeking candidates for the following position:
Business Development Specialist

Term: Full-Time

Location: Downtown Toronto, ON (Hybrid)

Salary Range: \$60,000K to \$75,000, plus potential bonus and benefits

ABOUT THE INSTITUTE OF CORPORATE DIRECTORS (ICD)

Established in 1981, the Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across the for-profit and not-for-profit sectors, Crown corporations, and credit unions.

As Canada's largest director community, ICD provides exceptional networking opportunities, governance resources, and world-class education to more than 18,000 members through a network of 11 Chapters across Canada. Members who successfully complete the internationally recognized ICD-Rotman Director Education Program (DEP) and examination process earn the prestigious ICD.D designation.

ICD members provide board oversight across organizations and institutions that impact the lives of Canadians. Learn more at www.icd.ca.

THE ROLE

The Business Development Specialist supports revenue growth through the sale of ICD education programs, professional development courses, and the annual ICD National Director Conference and Fellowship Awards Gala.

Reporting to the Director of Business Development, this role supports the execution of sales initiatives that contribute to annual revenue and strategic objectives. The successful candidate will identify, qualify, and nurture leads, manage opportunities throughout the sales pipeline, maintain accurate CRM data, and contribute to initiatives that enhance sales performance and the customer experience.

This role is ideal for a proactive, detail-oriented professional who enjoys engaging with clients, leveraging data to inform decisions, and contributing to continuous improvement.

Success in this role will be measured by the achievement of individual targets, pipeline growth and conversion, CRM data quality, and contributions to team initiatives.



KEY RESPONSIBILITIES

- Conduct proactive outbound sales through phone, video calls, email, LinkedIn Sales Navigator, and other channels to achieve sales targets.
- Develop a strong understanding of ICD's programs, courses, and services to provide consultative guidance and recommend solutions that align with prospective clients' professional development and governance needs.
- Build trusted relationships with senior executives, board directors, governance professionals, and other decision-makers, using a consultative approach to understand their needs and position ICD's education and professional development offerings accordingly.
- Respond to inbound inquiries and guide prospective clients through the sales process, from initial engagement to registration.
- Build targeted prospect lists through research, CRM segmentation, and lead generation activities.
- Identify, qualify, nurture, and actively manage leads and opportunities throughout the sales pipeline to maximize conversion.
- Maintain accurate CRM records, generate regular pipeline reports, and analyze sales activity, pipeline performance, and registration trends, highlighting key insights and recommendations for the Business Development team.
- Identify opportunities to improve sales processes, CRM utilization, reporting, and departmental efficiency.
- Collaborate with Marketing, Education, Membership, and other internal teams to support sales initiatives and deliver an exceptional customer experience.
- Perform other related duties as assigned.

QUALIFICATIONS & EXPERIENCE

The ideal candidate is a motivated, collaborative, and resourceful sales professional with a demonstrated ability to build relationships, manage a sales pipeline, and achieve sales targets.

Required Qualifications

- University Degree, ideally with a business focus.
- At least three (3) years of in-depth experience in business development, outbound sales, or account management.
- Proven history of meeting or exceeding sales targets.
- Experience using Microsoft Dynamics 365, Salesforce, or another CRM platform.



- Experience with lead generation, prospecting, list cleaning, and pipeline management.
- Excellent communication, negotiation, presentation, and interpersonal skills.
- Strong analytical and problem-solving skills, with the ability to interpret data and identify trends.
- Demonstrated experience in consultative B2B sales, with the confidence and professional presence to engage senior executives, directors, and other organizational decision-makers.
- Strong organizational and time management skills, with the ability to manage multiple priorities in a fast-paced environment.
- Advanced proficiency in Microsoft Excel.
- Demonstrated initiative and commitment to continuous learning and improvement.

Assets

- Bilingual in English and French.
- Experience using project management tools such as Asana.
- Experience using LinkedIn Sales Navigator or similar business development tools.
- Experience with Microsoft Power BI and/or Microsoft Access.

WHY JOIN ICD?

At ICD, you will join a collaborative and high-performing team dedicated to strengthening corporate governance across Canada. You will have the opportunity to work with senior executives, board directors, and governance professionals while contributing directly to the growth of Canada's leading director organization.

HOW TO APPLY

To apply, please send a resume and a cover letter outlining your relevant experience to humanresources@icd.ca.

The ICD is committed to cultivating an inclusive, accessible environment, where each employee feels respected, valued, and supported. All qualified individuals may apply online. If you require disability-related accommodation to participate in our recruitment process, please note this in your application. We will be happy to work with you to meet your needs.

Thank you for your interest; however, only those selected for an interview will be contacted.

Please note that ICD currently operates on a hybrid model. Candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.

