

## BUSINESS DEVELOPMENT REPRESENTATIVE

EQUUS was founded on the co-operative spirit. Our core values of Quality, Accountability, Community and Knowledge define the attitude our teams bring to work every day, together we connect rural Alberta and enrich the lives of our members.

### Job Purpose

EQUUS is seeking a full-time Business Development Representative to help grow EQUUS' membership, reputation, and relationships in rural Alberta. This position will work closely with the Business Services Team, to create and carry out strategies for business and revenue growth.

### Duties

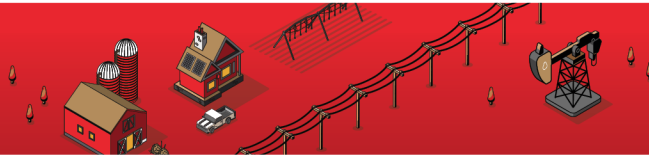
- Grow the EQUUS membership with strong return on investment (ROI) opportunities using a combination of business development strategies such as market research, cold calling, networking, etc.
- Work with current and prospective members to identify their needs, using data to show how EQUUS can fulfill those needs and provide value simultaneously.
- Establish and identify growth opportunities, utilizing the marketing team to develop and implement targeted initiatives and sound business development strategies.
- Develop quotes and proposals for prospective members, leveraging EQUUS' marketing team where needed.
- Build, enhance, and maintain relationships with counties, municipal districts, and developers in the EQUUS Service Area.
- Collaborate with other departments within EQUUS to align and achieve strategic goals and priorities.
- Use EQUUS' customer relationship management (CRM) tool to track opportunities and provide projections on revenue targets.
- Overcome roadblocks in the sales process using business analysis skills, member data, market analysis, and relationship management.
- Network and build relationships by attending conferences, meetings, and industry events.
- Other duties as required.

### Review and Approval of Work

Business Services Leader – Sales & Marketing

Delivering more than power.

W: EQUUS.CA T: 310-EQUS (3787)



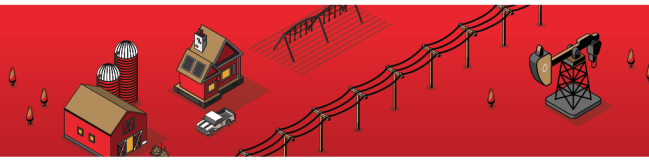
**Corporate Office**  
Box 6199, 5120-40 Ave.  
Innisfail, AB T4G 1S8

**North Area Office**  
Box 1178, 4804-41 St.  
Onoway, AB T0E 1V0

**Central Area Office**  
25 Junction Dr.  
Red Deer County, AB T0M 1R0

**South Area Office**  
Box 1657, 3 Alberta Rd.  
Claresholm, AB T0L 0T0

**Medicine Hat Area Office**  
Unit 8, 12003 Rge Rd. 60A  
Cypress County, AB T1A 4X5



## Job Requirements and Qualifications

- Excellent verbal and written communication skills, including facilitation of presentations
- Proficiency in Microsoft Office applications including Outlook, Word, Excel, PowerPoint and industry-specific software
- Experience working within a CRM
- Innovation and problem-solving skills
- Ability to self-start, plan and time manage
- Ability to build rapport
- Must be able to travel within Alberta on a frequent basis
- Ability to read maps and drive in rural areas
- Basic understanding of the power distribution industry, with the ability to become a subject matter expert

## Education and Experience

- Post secondary education or equivalent training in business or sales preferred
- Minimum of five (5) year's experience, preferable in a business development, sales, or account executive role
- Must possess a valid Alberta driver's license with a clean driver's abstract

## Compensation

EQUS strives to attract and retain highly skilled talent and expertise vital to our organization's success. We offer competitive wages, a comprehensive benefits package, and excellent opportunities for development and growth.

**Power up your career by joining the EQUS team!**

**Submit your application to [HR@EQUUS.CA](mailto:HR@EQUUS.CA)**

**EQUS would like to thank you in advance for your resume. It will be kept on file for six months from the date it is submitted. EQUS REA LTD. (EQUS) collects only that personal information about job applicants that is needed to determine suitability for employment. The information will be used only for the purpose of evaluating that suitability. EQUS will not distribute your information to anyone else. After six months your application, and any personal information collected about you during the verification process, will be destroyed.**