

## Business Development - 4-month contract

*This opportunity requires full time attention as a member of a virtual team, working from home within Canada. This is a contract opportunity with the potential to renew.*

### Make an Impact on Canada's Innovation Ecosystem

Are you passionate about driving growth and innovation in Canada? Join us. The Innovation Asset Collective (IAC) is a dynamic, mission-driven nonprofit dedicated to empowering Canadian cleantech companies to create transformative environmental solutions and scale their business. Our members are at the forefront of innovation, developing groundbreaking technologies that drive sustainability. We equip our members with programs, tools, and resources to build strong intellectual property strategies—enabling them to unlock commercial opportunities, protect their innovations, and thrive in global markets.

### About the Role

Reporting to the VP of External relations, this role supports the growth of Innovation Asset Collective (IAC)'s membership through outreach to small and medium-sized enterprises (SMEs) in the cleantech sector.

You are a self-starter who is passionate about supporting others, including working cross-functionally to grow IAC's membership.

### Key Responsibilities

#### Conduct Outreach to Prospective Members

- Work collaboratively with the VP of External Relations to prioritize member prospects.
- Initiate outbound calls and emails to a pre-defined list of potential member organizations.
- Follow a structured outreach process to introduce the organization's mission, offerings, and membership benefits.

#### Prequalify Potential Members

- Assess prospective members against established eligibility criteria.
- Gather key information to determine fit, readiness, and potential value alignment with the organization's goals.

#### Record and Track Interactions

- Log outreach activities, conversations, and outcomes in the organization's CRM system.
- Maintain accurate and up-to-date records of contact details, interest levels, and qualification status.

### Communicate Value Proposition

- Clearly articulate the IAC's mission, impact, and benefits of membership in a compelling and tailored manner.
- Address basic questions to build interest and trust.

### Collaborate with Internal Teams

- Work closely with the membership, communications, and program delivery teams to ensure a smooth handoff of qualified leads.
- Contribute to the development and refinement of IAC's lead nurturing process and support materials.
- Share feedback from calls to inform future outreach strategies and program offerings.

### Report on Progress and Metrics

- Provide regular updates on outreach activity, qualification rates, and member engagement trends.
- Identify and recommend process improvements for outreach efficiency and effectiveness.

### Uphold Brand and Member Experience Standards

- Represent the organization professionally and empathetically in all interactions.
- Ensure a positive first impression and welcoming experience for all prospective members.

## Education and Experience

- Passion for building the Canadian IP ecosystem
- 5 + years of experience in Business Development or Lead Generation role, ideally from a corporate environment (e.g. member-based organization or tech company)
- Exceptional writing and listening skills are essential with a focus on SME business leaders
- Experience with Intellectual Property is a strong asset
- Bilingual proficiency in French is a strong asset

*IAC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*

#### About IAC

The Innovation Asset Collective (IAC) is a not-for-profit, membership-based organization funded by the Government of Canada. IAC empowers SMEs to grow systematically with resources that increase their freedom to operate (FTO) and create capacity to implement IP strategies. This allows Canadian business to scale and gain commercial success in global markets.

Established in 2019, IAC focuses on empowering members to align their IP strategy to commercial goals. Members can access a comprehensive suite of resources including a growing patent portfolio, market intelligence reports, IP insurance, education, toolkits, and funding.

With over 200 members, IAC is dedicated to enhancing Canadian SMEs' global market access by mitigating IP-related risks and fostering strategic IP ownership positions, with the support of a team of world-renowned IP experts.

Apply by sending your CV to: [hr@ipcollective.ca](mailto:hr@ipcollective.ca)