



## Job Description

Link to Job Description in ASL: <https://youtu.be/39wGSWXTYyQ>

**Title:** Business Development Representative

**Location:** National - Hybrid / Remote with Travel

**Position Status:** Full-Time, 35 hours per week

**Reports to:** Director, Accessibility Services

Support Sales That Improve Communication Access and Strengthen Community  
Wavefront Centre for Communication Accessibility is a non-profit and national leader in advancing communication access for Deaf, DeafBlind, and Hard of Hearing communities. Since 1956, we've combined service delivery with social purpose ensuring that every program we run, every barrier we remove, and every partnership we build strengthens accessibility across Canada.

As the Business Development Representative, you will manage the full sales cycle from prospecting through closing and implementation, contributing to annual financial and program goals. You will play a key role in identifying client needs, recommending technical solutions, and expanding access to inclusive communication technologies. This role is ideal for a motivated sales professional passionate about removing communication barriers and creating meaningful social impact.

## Key Outcomes

- Build a sales pipeline
- Set and deliver on sales targets
- Expand partnerships and support overall business growth and development

## Key Responsibilities

- Identify, pursue and secure new business opportunities
- Be an expert in Wavefront Centre's products, services, and relevant industry trends.
- Stay informed on regulatory requirements and emerging trends in accessibility
- Proactively find clients through cold and warm outreach, networking, and referrals.
- Identify new products and services that may be marketable through the Accessibility Services department.
- Collaborate with the team to determine sales approaches and technical solutions.
- Set and achieve sales targets in collaboration with leadership.
- Assess customer needs and recommend appropriate technologies and services.
- Deliver product demonstrations and educational presentations
- Develop proposals and sales presentations outlining value, benefits, and implementation plans.

- Prepare, negotiate, and administer sales contracts.
- Develop sales projection forecasts based on performance data and market trends.
- Participate in relevant trade shows, conferences, and industry events.
- Build and maintain the CRM pipeline with accurate prospect and client information.
- Travel is required; a valid driver's license and access to a vehicle are mandatory.

### **Qualifications and Skills**

- Post-secondary education in Marketing, Business Administration, or a related field; an equivalent combination of education and experience will be considered.
- Minimum 4+ years of B2B sales experience.
- Technical or solution-based sales experience is an asset.
- Audio Visual experience is an asset
- Highly motivated, energetic, and results oriented.
- Comfortable making a high volume of cold and warm calls.
- Strong verbal and written communication skills; fluency in English required.
- Tech-savvy with the ability to quickly learn and explain new technologies.
- Excellent customer-facing presentation and active listening skills.
- Demonstrated professionalism, integrity, and ability to build trust with clients.

### **Compensation & Benefits**

Salary Range: \$68,000 - \$80,000 + commission

We offer a comprehensive benefits package including extended health and dental coverage, a pension plan, paid time off, professional development support, and a mission-driven environment where your work creates lasting community impact.

### **Commitment to Equity, Diversity, and Inclusion**

At Wavefront Centre, we believe accessibility begins with equity. We are an equal opportunity employer committed to building an inclusive, diverse, and supportive workplace. Accommodations and accessible formats for interviews are available upon request.

### **How to Apply**

- Please email your cover letter and resume in PDF format to [careers@wavefrontcentre.ca](mailto:careers@wavefrontcentre.ca), along with a list of references. Include the job title in the subject line of your email.
- Only short-listed candidates will be contacted.