

JOB DESCRIPTION

Title: Business Intelligence Coordinator

1.0 REPORTS TO: Chief Strategy Officer

2.0 SUPERVISES: None

3.0 FTE: 1.0

4.0 POSITION SUMMARY: The primary purpose of the Business Intelligence Coordinator (BIC) is to support an evidence-based pursuit of growth opportunities for Ignition’s consulting, auditing and training verticals. The position will also provide some assistance in project management and administrative activities, as and when identified.

5.0 RESPONSIBILITIES:

5.1 Business Development support (80% or 32 hours per week):

- Lead generation:
 - Utilizing proven market research methodologies, identify new qualified client leads for Ignition’s consulting, auditing and training verticals;
 - Set-up appointments with qualified leads for Ignition’s Principal and/or other designated representatives.
 - Continually explore and leverage various effective avenues for lead generation including but not limited to pursuit of professional memberships, acquisition of business listings, developing win-win business development partnerships with qualified individuals & organizations, attendance/participation in networking events, organizing “lunch and learn” events and leveraging online presence (ex. Blogs, social media feedback, blast emails, etc.)
- Support proposal activities:
 - Following sales calls, diligently follow-up with Ignition and client representative(s) with the goal of timely proposal submissions to client. Where identified, this will also require effective and efficient liaising with third-party organizations including but not limited to grant sponsors and administrators.
 - Coordinate communications between Ignition and client representatives to accurately determine expected project outcome(s)/related requirements; and effectively and efficiently translate these requirements into a proposal for client’s review.
 - Professionally and diligently follow-up with client on submitted proposals with the goal of converting the proposal into a contract.
- Leverage social media presence:
 - Create, retain and effectively leverage Ignition’s online presence to achieve enhanced brand awareness amongst internal and external stakeholders including employees, partners, future workforce, customers, potential customers, competition, grant sponsors/administrators, applicable regulatory and statutory bodies and society-at-large.
 - Ensure relevant, regular and timely updates to our Website(s) and social media accounts; and effectively managing our social media interactions to enhance indicators of stakeholder satisfaction.

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- Marketing collateral: Where required, ensure the availability of high-quality marketing collateral to effectively communicate Ignition's product/service offerings and unique value proposition to potential customers and other applicable stakeholders.
- 5.2 Project management (15% or 6 hours per week)
- Develop, implement and maintain a system to track progress of ongoing projects to ensure on-time project completion within budget.
 - Work closely with project consultants to continually monitor current status of projects against budget; predicting current and potential project risks (ex. Likelihood of exceeding budgeted hours or duration, client perceptions, etc.) and proactively communicating such risks to Principal for correction, corrective actions and preventive actions.
- 5.3 Administrative support (5% or 2 hours per week)
- Provide administrative support to Principal on specific assigned matters.

6.0 MINIMUM COMPETENCE CRITERIA:

6.1 Minimum education:

- BS in Business Management or equivalent.

6.2 Minimum experience:

- At least seven years of experience in a B2B service industry. At least three of these seven years must be in direct sales lead generation activities and at least two of these seven years must be in project management.

6.3 Minimum skills:

- Business and market intelligence research using primary and secondary sources of information.
- Willingness and ability to do cold calls and send cold emails effectively and efficiently.
- Ability to qualify leads based on established criteria
- Effective communication in the English language, including verbal, written and presentation skills
- Highly proficient in advanced tools within MS Office applications, specifically Word, Excel, & PowerPoint, Publisher; and MS Access.

6.4 Other minimum requirements:

6.5 Must possess valid driving license and passport at employment start.

7.0 PERFORMANCE EVALUATION CRITERIA:

- 7.1 Setting up appointments with qualified leads (80% weightage)
- 7.2 Effectively leverage online and social media presence (10% weightage)
- 7.3 Elimination of unplanned project scope creeps (5% weightage)
- 7.4 Administrative support for Principal (5% weightage)

8.0 NON-ESSENTIAL, DESIRED ATTRIBUTES:

- ISO 9001:2015, IATF 16949:2016, AS 9100 Rev D, ISO 13485:2016 QMS Auditor/Lead Auditor certifications traceable to a nationally or internally accredited personnel certification body (Exemplar Global, International Registry for Certificated Auditors (IRCA), Probitas or International Automotive Oversight Body/IAOB)



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- Project Management Professional (PMP) certification from the Project Management Institute (PMI)
- Consulting/training/auditing experience with senior level management
- Any of the following certifications from the Institute of Internal Auditors (IIA)
 - Certified Internal Auditor (CIA)
 - Certification in Risk Management Assurance (CRMA)
 - Certification in Controlled Self Assessment (CCSA)
- Certified Six Sigma Black Belt from American Society of Quality (ASQ)

9.0 EQUAL EMPLOYMENT OPPORTUNITY:

Ignition Life Solutions, Inc. is an Equal Employment Opportunity employer. It is the policy of Ignition Life Solutions, Inc. to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Ignition Life Solutions, Inc. will provide reasonable accommodations for qualified individuals with disabilities.

10.0 APPLICATION INSTRUCTIONS:

Individual candidates and employment agencies with access to candidates meeting minimum competence criteria for this position should send a resume directly to: sri@ignitionlifesolutions.com. This is a job position posting and not a job offer. Ignition Life Solutions, Inc. reserves the right to terminate hiring process for this position without notice.