



CAREER OPPORTUNITIES

Job Description:

Market Development Representative (Canada)

WELCOME TO PCI PAL

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. We are integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

We are currently looking for a Market Development Representative – Canada to join our team.

THE OPPORTUNITY:

The Market Development Representative will work within the Marketing Team and be responsible for incoming lead qualification and assignment, outbound Account Based Marketing execution and opportunity research. Moving leads into and through the sales funnel from marketing qualified to sales qualified and setting up appointments for field-based sellers. This is a target driven role that will contribute to the new business revenue for the company.

YOU WILL BE RESPONSIBLE FOR:

- Maintenance of prospect database. Salesforce will be your go-to so experience and proficiency of this tool would be a must
- Develop new sales opportunities through inbound lead follow-up and outbound prospecting via calls and emails
- Experience of account-based marketing – sourcing those enterprise size leads
- Lead generation via telephone and email
- Works closely with the marketing and sales team to ensure leads are correctly documented, assigned and followed up – progressing the sales circle
- Confident in supporting multiple lead generation projects and managing stakeholders
- Occasionally represent the business at conferences and events
- Experience of ZoomInfo or similar tools would be advantageous

WE WANT TO HEAR FROM YOU IF YOU:

- Minimum of two years B2B sales or marketing experience in lead development, inside sales or demand generation
- Be a team player that is happy to work as part of an international team
- Can build strong relationships and credibility with customers and internal teams
- Able to understand and experience of selling by phone
- Self-motivated, passionate, determined, strategically minded individual with a desire to overachieve

IN RETURN WE OFFER:

- 20 days vacation
- Company share options
- Option to either work in our Toronto office, or from home (or both!)
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- Training and development opportunities
- Access to an employee assistance programme and wellbeing support hub
- Team events
- Ad-hoc incentives and competitions

TALK TO US:

If you have any questions or want to find out more, we'd love to hear from you.

Please contact People and Development Team at PCI Pal (people@pcipal.com)