

## **Business Development and Marketing Manager**

### **Join Our Team as a Business Development and Marketing Manager at Argyle Associates!**

We are seeking a results-oriented Business Development and Marketing Manager responsible for driving growth by identifying market trends and capitalizing on new opportunities. This role emphasizes the use of advanced analytics to shape and implement effective business strategies. The Business Development and Marketing Manager will focus on expanding our market presence, identifying opportunities for referral growth, and fostering connections that lead to increased patient volumes. They also are responsible for cultivating and expanding our existing referral network within the oral surgery industry. The ideal candidate will bring a comprehensive understanding of the oral surgery field, and a proven track record in business development.

Argyle Associates, established in 1976, is renowned for providing a comprehensive spectrum of Oral and Maxillofacial Surgical procedures. We take pride in our outstanding patient care and community leadership, and we're looking for an exceptional candidate like you!

### **Why Join Argyle?**

- Competitive salaries
- Comprehensive benefits program including employer-paid Health & Dental benefits.
- Opportunities for professional development to enhance your career.
- RRSP match program
- Paid holidays and time off
- Company events
- Free parking at all our locations
- And more!

### **Required Experience:**

- Business development: 5 years (preferred)

### **KEY RESPONSIBILITIES:**

#### **Business Growth and Strategy**

- Develop and execute a comprehensive business development strategy to expand our market share within the oral surgery industry.
- Identify emerging market trends, competitor activities, and opportunities to maintain our position as leaders in the field.
- Analyze competitor strategies and industry developments to stay ahead in the market.

#### **Reporting and Analytics**

- Generate and maintain referral reporting, including weekly, monthly, and ad hoc reports.

- Track and report on key performance indicators (KPIs) related to market development activities.
- Leverage existing and new technologies to gather, analyze and present data.
- Analyze the effectiveness of market development initiatives and recommend improvements.
- Provide market feedback and recommendations to the management team for improvement and new initiatives.

### **Relationship Management and Industry Engagement**

- Build and maintain relationships with both existing and new referral sources.
- Develop external communications and marketing material and coordinate public relations activities to enhance our marketing communication strategy.
- Assist in developing the continuing education portfolio, including in-services and meet-and-greets for referring dentists and their staff.
- Collaborate in developing information packages for Doctor of Dental Surgery (DDS) and write quarterly newsletters for website publication.
- Stay updated on industry advancements, regulations, and best practices.

This role may be required to perform other duties as required.

### **QUALIFICATIONS:**

#### **Experience and Education:**

- Minimum of 5-7 years of business development and marketing experience, preferably in the oral surgery or healthcare environment.
- Bachelor's degree in marketing or business.

#### **Skills and Abilities:**

- Strong communication skills, both written and verbal.
- Demonstrated ability to create and maintain strong client relationships.
- Ability to research and analyze data.
- Self-starter with excellent time management and problem-solving skills.
- Highly organized, detail-oriented, and professional, with the ability to work collaboratively with others.
- Proficiency with CRM systems, Microsoft Office Suite, and other business tools.
- Able to travel throughout Eastern Ontario.

Argyle Associates strongly encourages diverse candidates to apply to our welcoming community. We strive to make our application process accessible to any and all users. Should you require accommodations at any point during the recruitment process please contact Human Resources at [HR@argyleassociates.com](mailto:HR@argyleassociates.com).

We thank all applicants for their interest. We review and assess all applications and will contact candidates whose background and experience most closely fit the needs of the position.

Job Type: Full-time

Benefits:

- Company events
- Company pension
- Dental care
- Disability insurance
- Employee assistance program
- Extended health care
- Life insurance
- On-site parking
- Paid time off
- RRSP match
- Vision care
- Wellness program

Flexible language requirement:

- French not required

Schedule:

- Monday to Friday
- Weekends as needed

Education:

- Bachelor's Degree (preferred)

Work Location: In person