

Business Development Officer

Are you passionate about education? Join a team that leverages technology to transform how students learn new languages and explore their interests in STEAM. There's no better place to make a meaningful impact—be part of U+ today!

About U+:

U+ is a global, innovation-driven educational technology company dedicated to the long-term success of our students. We offer students worldwide an interactive, language immersion experience. Beyond language programs, U+ has expanded its offerings to include STEAM programs, which encompass coding and various camp programs, and public speaking programs. With this expansion, we are eager to collaborate with talents from various disciplines to foster growth and development within the U+.

About this opportunity:

As a Business Development Officer at U+, you will contribute directly to the company's growth by identifying potential clients, generating leads, and developing strong, long-lasting partnerships. You will conduct market research, analyze trends, and support the development of new initiatives that position U+ competitively in the marketplace.

Key responsibilities are as follows:

- Conduct market research to identify leads, emerging opportunities, and potential partnerships.
- Analyze industry trends, competitor activity, and market data to support business planning.
- Build and manage a strong pipeline of prospects across target sectors.
- Engage prospective clients through meetings, calls, digital outreach, and networking events.
- Develop tailored proposals and solutions that align with client needs and organizational offerings.
- Negotiate contracts and support new client onboarding processes.
- Track key metrics such as lead conversion, client retention, and revenue growth.
- Collaborate with marketing and product teams to refine service offerings and promotional strategies.
- Deliver day camps (e.g., March Break Camp, Weekend Camp, and Summer Camp) and other virtual and in-person educational programs across the Greater Toronto Area.

Requirements:

- Strong interpersonal and communication skills with the ability to build meaningful client relationships.
- Experience in business development, sales, account management, or related fields (asset).
- Strategic thinker with strong analytical and problem-solving abilities.
- Ability to manage multiple leads, deadlines, and priorities in a fast-paced environment.
- Proficiency with digital tools such as Google Workspace; CRM or sales software experience is an asset.
- Professional presentation skills and confidence in client-facing settings.
- Self-motivated, goal-oriented, and comfortable with outreach and relationship-building activities.
- Availability to attend events, meetings, or industry functions as required.
- A valid Standard First Aid with CPR-C certification and a clear Vulnerable Sector Check are required prior to start date (not reimbursed).
- Candidates must be between 15-30 years of age, a Canadian citizen/permanent resident/refugee protection status, and have a valid SIN.

Assets:

- Experience conducting market research or competitive analysis.
- Background in proposal writing, presentations, or contract negotiation.
- Fluency in multiple languages (reading, writing, speaking, and listening).
- Access to a vehicle and a valid Ontario driver's license.

This is a fully in-person position. Salary ranges from \$18-26/hour, dependent on experience, skills, education, and role.