



CANADIAN VIEWPOINT INC.

REAL PEOPLE. REAL SOLUTIONS. REAL DATA.

Canadian Viewpoint is a medium sized market research firm in Richmond Hill, Ontario, immediately north of Toronto, with almost 40 years of experience in qualitative, quantitative, and new research technologies. We know Canadian research better than anyone. We've fielded millions of surveys, tested thousands of products and packages, completed thousands of face-to-face interviews, and recruited thousands of focus group participants. And, we've built cool new technology that allows our clients to conduct eye-tracking, heat maps, facial coding, and more. We love giving our clients a full set of customizable options to meet their unique needs.

Canadian Viewpoint is a founding board member of [CRIC \(Canadian Research Insights Council\)](#) and, as such, adheres to the highest standards and ethics in our industry. We've been named on the

- [2020 GRIT Top 50 Most Innovative Suppliers](#)
- [2020 GRIT Top 50 list of Full Service and Field Service Suppliers](#)
- [2019 GRIT Top 50 list of Emerging Players](#)
- [2019 Women in Research shortlist for Best Places to Work](#)

We are hiring: Account Director

Purpose of Role

An Account Director is primarily responsible for developing a strong connection and relationship with clients and driving their strategic growth. Your book of business will predominately include existing Canadian Viewpoint clients. There will be opportunity to grow your book of business both through inbound requests as well as outbound business development. As a senior point of contact for Canadian Viewpoint's customers, the Account Director also co-ordinates the resources needed to service projects, builds strategic operational plans, and balances the expectations of clients with the execution of research projects.

Key Accountabilities

- Develop the sales pipeline and deliver new business from both existing and prospective clients, driving strategy to maximize business opportunities
- Work with other Senior Managers to generate new accounts
- Develop and manage strategic account plan
- Proactively build a better book of business that focuses on our key strategic growth areas
- Monitor client satisfaction post sale and ensure a high level of customer service
- Act as an escalation point for Project Managers/Account Managers/Sales Team Administrators on your accounts and in coverage for other Directors/VPs
- Identify client needs, problems, and goals, and be solutions orientated
- Take responsibility for client order intake, budgeting, and forecasting
- Ensure client-readiness of proposals and deliverables
- Proactively introduce new and illuminating ways of working that enable you and your peers to be even more successful in a fast-changing landscape, such as creating new or updating internal processes
- Present complex bids, make decisions, and represent Canview in the field, e.g., presenting at conferences

- Keep existing clients informed on new product offerings and cross-selling existing offerings
- Work alongside clients to bring their innovative ideas to life, while consulting on best practices and capabilities
- Develop, train, and manage the sales team administrators overseeing their day to day management
- Identify gaps in offerings and work with the internal team and management to ensure we are keeping abreast of market research trends
- Collaborate with internal teams to address key industry challenges and deliver on key vertical propositions

Requirements, and Skills

- Significant track record of being bold, creative, and delighting clients
- Exceptional communication skills and the ability to build excellent rapport
- Able to work collaboratively across our different teams, ensuring wider strategy is implemented successfully
- Track record of meeting or exceeding sales targets
- Able to drive new solutions, ensuring that we stay at the forefront of industry innovation
- Willing to learn, collaborate, and bring great ideas to meetings
- Understands sampling methodology, incidence rate, quotas, response rates and other market research concepts
- Ability to understand client's business questions, design integrated solutions from multiple sources (e.g., CVI products, other sources) and add value through business recommendations and consultancy
- Highly solution oriented with strong problem-solving skills
- Positive, upbeat attitude/personality with the ability to work independently and on a team

Experience

- Bachelor's degree or equivalent practical experience
- Substantial relevant experience, preferably working across methodologies (e.g., quant, qual)
- Must be legally entitled to work in Canada

We celebrate, support, and thrive on diversity among our employees. We are committed to equal employment opportunity regardless of race, ethnicity, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. We also admire musical abilities and would like to add a bass player or vocalist to our in-house band that already includes guitar, trumpet, and voice.

[Please send your cover letter and resume to info at canview dot com.](mailto:info@canview.com)