



MyCreds® Opportunity Description: Lead, New Business Development

Location: Remote (Canada-based)

Language Requirements: Fluency in English and French (required)

Schedule: Must work Eastern Time (ET) business hours

Salary: Starting at \$100,000 CAD annually

Updated: July 23, 2025

Position Overview

MyCreds® powered by ARUCC, is Canada's official digital credential platform for post-secondary learners. As we continue to expand our network of Issuers and Receivers across Canada, we are seeking a results-driven, bilingual Lead of New Business Development who brings a relationship-first approach to sales.

This role focuses on national business development across post-secondary institutions, government partners, and professional bodies. Success in this position will require strong strategic sales capabilities, rigorous CRM discipline, and the ability to work collaboratively with internal teams to support onboarding and relationship management.

The MyCreds team is committed to fostering an inclusive environment where all team members and clients feel valued, respected, and supported. We embrace diversity in all its forms and believe that it strengthens our team and enhances our ability to serve all network users. We believe that by embracing our differences, we can achieve our collective goals and create a more equitable and inclusive society.

Responsibilities

- Identify, qualify, and engage new institutional and organizational leads for MyCreds
- Manage multiple lead sources including inbound inquiries, conference contacts, partner referrals, and targeted outreach.

- Maintain accurate records of all leads, communications, and funnel movement in the CRM.
- Establish and report on KPIs across the full sales funnel, including lead-to-close ratios and time-to-agreement metrics.
- Provide regular updates to the Executive Director and ARUCC Board on lead activity, funnel health, and market insights.
- Lead business development meetings and present to prospective Issuers and Receivers.
- Set clear onboarding expectations with prospects prior to agreement, including document types and minimum transaction volume thresholds.
- Collaborate with the Client Success and Technical teams to ensure seamless onboarding and transition post-agreement.
- Support proposal development, partner engagement efforts, and funding initiatives aligned to business development goals.
- Represent ARUCC and MyCreds at conferences and sector events.

Required Qualifications

- 5+ years of progressive experience in business development, partnership development, or institutional engagement
- Fluency in English (oral and written) and French (oral)
- Demonstrated experience working in or with public sector, post-secondary, nonprofit, or edtech organizations
- Strong consultative sales skills and ability to build trust with senior leaders and decision-makers
- Proficiency in CRM platforms (e.g., HubSpot, Sugar) and disciplined use of funnel tracking
- Excellent written and verbal communication skills, including presentation delivery
- Self-motivated, accountable, and comfortable working independently within a small, high-performance team
- Located in Canada, eligible to work in Canada and available to work Eastern Time Zone hours

Preferred Qualifications

- Familiarity with digital credentialing, learner records, or academic data standards
- Experience in public or post-secondary procurement processes
- Bilingual professional experience in stakeholder engagement, sales, or account management
- Comfort interpreting board-approved policy and applying it operationally
- Comfort with technology and AI to support operations

What We Offer

- Meaningful work supporting learner mobility, credential transparency, and digital innovation in education
- A collaborative and mission-driven team environment
- Flexibility in remote work arrangements (with fixed schedule expectations)
- Opportunity to shape national conversations around credentials and learner data
- Professional Development
- Home internet and benefits top up

How to Apply

To apply, please submit your resume and cover letter via email to jobs@aruccnationalnetwork.ca. Review of applications will begin immediately and continue until the position is filled.

MyCreds® is an initiative of the Association of Registrars of the Universities and Colleges of Canada (ARUCC). We are committed to equity, diversity, and inclusion in all that we do.