

Job Posting

National Director, Sales & Strategic Relationships – Canada

Full-Time, Permanent

Base Salary: \$160,000 – \$180,000

Total Annual Earnings Approx. \$200,000 – \$225,000 plus additional compensation for exceptional performance.

Posting Date:
September 25, 2025

About Avera

At Avera, our people are the foundation of every client experience we deliver. The National Director, Sales & Strategic Relationships, plays a critical role in supporting our continued growth and ensuring we maintain high standards our client expect.

Reporting to the Chief Strategy Officer, the National Director, Sales & Strategic Relationships will provide leadership, coaching and connection to Avera's sales teams across Canada. This is not a role for someone who wants to arrive with a sales manual and tell seven offices how to do their jobs. Our regional companies were successful long before Avera existed. They know their markets, their clients and their communities.

Your role is to make good sellers better, connect strong regional teams, create national visibility and help Avera pursue opportunities that become possible because we now operate as one company.

You will also be one of Avera's senior relationship builders.

We are looking for someone who genuinely loves people. Someone who remembers names, makes introductions, opens doors and builds relationships long before there is an RFP on the table.

At its core, this role is about helping strong regional sales teams become an even stronger national sales organization.

Qualified and interested applicants are encouraged to apply with their resume to:
c.careers@averaav.ca

What You'll Lead

National Sales Leadership

- Provide leadership, coaching and support to regional sales leaders and teams across Canada.
- Build a strong national sales culture without erasing the regional approaches and relationships that already work.
- Establish a practical national rhythm around pipeline, strategic accounts, major pursuits and cross-region opportunities.
- Help strengthen sales planning, account management, forecasting and opportunity strategy.
- Create better visibility across the company so knowledge and opportunities do not remain trapped within individual offices.





- Support major proposals, RFPs and strategic pursuits where national coordination can improve our chances of winning.
- Work closely with Marketing to make sure sellers have the tools, messaging and proof they need.
- Champion collaboration rather than territorial selling.

Sales Operations & CRM Leadership

Relationships drive our business. Good information helps us protect and grow them.

- Champion the effective use of HubSpot and other business systems to enhance sales visibility, account management and cross-regional collaboration
- Establish and maintain sales process standards, including pipeline management, opportunity tracking, forecasting and account ownership
- Leverage HubSpot data and analytics to support strategic decision-making, sales coaching, and overall sales performance.

Strategic Relationship Management

This role needs someone who can build serious relationships.

- Develop, maintain and strengthen relationships with key national clients, industry partners, associations and stakeholders to support business growth, and long-term opportunities.
- Identify, develop and pursue new business opportunities across multiple markets and regions that leverage the organization's national presence and capabilities.
- Support regional sales teams in expanding client relationships across markets, business units, and geographic regions.
- Partner with regional sales teams to share best practices, drive alignment, strengthen capabilities and support consistent sales excellence while respecting local market expertise and relationship ownership.

Job Requirements

Our ideal candidate is someone who:

- Significant experience in B2B sales, business development, account leadership, or revenue leadership roles.
- Demonstrated success leading, mentoring, or coaching experienced sales professionals.
- Demonstrated ability to build and maintain senior-level client and industry relationships that drive long-term business growth.
- Strong understanding of consultative and relationship-based sales methodologies.
- Experience managing complex sales cycles and strategic client relationships.
- Proficiency with HubSpot CRM and sales pipeline management tools.
- Strong business acumen, forecasting and sales performance management capabilities.
- Exceptional communication, presentation, and relationship-building skills.
- Ability to build credibility and influence across multiple levels of an organization.
- Established network of relationships across corporate Canada, including experience engaging with national clients, associations, agencies, venues, hospitality organizations, and related industries.
- Willingness and ability to travel regularly throughout Canada.
- Fluency in both English and French is considered an asset.



- Experience in audiovisual production, live events, hospitality, meetings and events or another relationship-driven professional services industries is preferred.

What Success Looks Like

We will know this role is effective when:

- Regional teams see you as a resource they want involved.
- HubSpot becomes useful enough that people rely on it.
- National and cross-region opportunities are identified earlier.
- Great ideas and selling practices travel between regions.
- Strategic accounts have stronger relationships and clearer ownership.
- Avera develops more national relationships before opportunities formally enter the market.
- Clients working across multiple cities experience one connected company.
- Regional sales cultures remain strong while an Avera sales culture begins to emerge.
- We win more of the “right” work.

Work Conditions

- Regular national travel required across Canadian offices.
- Hybrid environment with a combination of office/work from home/on-site.

Total Compensation and Benefits

Total compensation ranges between \$160,000 and \$180,000 and includes:

- Base salary range of \$160,000 to \$180,000
- Annual performance incentive tied primarily to Avera’s overall commercial performance and national strategic objectives.
- Target total annual cash compensation of approximately **\$200,000–\$225,000**, with additional upside for exceptional performance.
- Comprehensive extended health, dental, vision and wellness benefits plan
- Registered Retirement Savings Plan (RRSP)
- Employee and Family Assistance Plans
- Flexible working arrangements
- Professional development and other Avera benefits

Why Join Avera?

At Avera, you'll be part of a people-first culture that values growth, supports career development, and empowers our teams to make a local impact while contributing to a national organization. Our culture is built on three core values:

- Integrity – We do what we say. We build trust through reliability, honesty, and keeping our commitments to clients and one another.
- Authenticity – We show up as ourselves. We value diverse perspectives and create an environment where people can thrive as their true selves and through teamwork.
- Accountability – We own our results. We take pride in our work, support one another, and are empowered to make a meaningful impact every day.



Avera Audiovisual Inc. welcomes applications from minority groups and people with disabilities. We are committed to creating a more equitable, inclusive and diverse company and strongly encourage applicants of all genders, ages, abilities and life experiences to apply. Upon request, accommodation supports are available for candidates taking part in all aspects of the recruiting process.

This position is a new vacancy and is open to external applicants. We appreciate your interest in applying, however, only those selected for an interview will be contacted. Please note all applications are reviewed by our recruiting team, no AI tools were used the screening or selection processes for this role.

