

Sales and Marketing Representative

Location: Remote, anywhere in Canada

Position Type: Full-time 9-month contract with possible extension

The Role

Light House is looking for a dynamic and results-driven Sales and Marketing Representative to help grow Blueprint's national network. This role is responsible for identifying and recruiting companies into the program, while also building and nurturing a strong pipeline of prospective participants.

This is a hands-on role for someone who enjoys research, outreach, relationship-building, and helping a growing national initiative reach the right people. The ideal candidate is proactive, relationship-oriented, and skilled in both sales outreach and strategic marketing execution with an interest in sustainability, entrepreneurship, innovation, and the built environment.

About Light House and Blueprint

Light House is a Canadian non-profit organization working to accelerate the transition to a more sustainable, circular, and regenerative built environment. We work with industry, government, entrepreneurs, and communities to support practical solutions that reduce emissions, improve resilience, and help transform how buildings are designed, built, operated, and renewed.

Blueprint is Light House's national accelerator for Canadian companies developing cleantech, hardtech, proptech, low-carbon materials, circular products, resilient building technologies, and other innovations for the construction, building materials, real estate, and property management sectors. Blueprint helps founders grow their businesses, connect with industry, become investment-ready, and move their solutions into the market.

Key Responsibilities

Recruitment & Sales

- Build, maintain, and continuously grow a sales pipeline
- Conduct outreach through email, LinkedIn, phone, networking events, and digital channels to generate interest.
- Present the program value proposition clearly and persuasively to prospective participants
- Help identify and qualify leads for Blueprint's accelerator programs.
- Book introductory meetings and support follow-up communications.

- Maintain accurate records of leads, contacts, outreach activity, and next steps in HubSpot.
- Regularly report on pipeline activity, conversion rates, and performance metrics

Marketing & Outreach Support

- Collaborate on marketing campaigns to drive awareness and lead generation
- Support development of outreach materials (presentations, emails, collateral)
- Identify new channels to expand reach and promote the program
- Represent Light House and Blueprint professionally in conversations with prospective participants and partners.
- Support the Light House team with other sales, marketing, and program development tasks as needed.

What We're Looking For

We are looking for someone who is proactive, curious, reliable, and comfortable taking initiative. The ideal candidate will have:

- Experience in sales, marketing, and/or customer service.
- Proven ability to generate leads and manage a sales pipeline
- Experience or exposure to CRM systems (e.g., HubSpot)
- Ability to work independently
- Strong initiative and a proactive approach to problem-solving.
- Effective written and verbal communication skills.
- Attention to detail and the ability to track information accurately.
- A positive, professional, and persistent approach to follow-up.
- Experience using Outlook, spreadsheets, LinkedIn, and online research tools.
- Sound judgment and the ability to communicate with founders, industry partners, funders, and other stakeholders.
- Familiarity with startups, accelerators, clean technology, construction, real estate, or sustainability an asset.
- Interest in sustainability, entrepreneurship, construction innovation, clean technology, or climate solutions an asset.
- Comfort working remotely and independently as part of a small team.
- Bilingualism in English and French an asset.

What We Offer

- \$27.65 per hour plus commission
- Flexibility working from home or office
- Progressive working culture
- Gym and bike storage if working from office
- Opportunity to shape and grow a high-impact program
- Collaborative and mission-driven environment

- Exposure to diverse industries and organizations
- Room for growth and advancement

Light House is a Living Wage and equal opportunity employer. We encourage applications from people of all backgrounds, identities, and lived experiences, including Indigenous Peoples, racialized people, newcomers, people with disabilities, 2SLGBTQIA+ people, and people from equity-deserving communities.

If you require accommodations during any stage of the application or interview process, please let us know.

Please email your resume and cover letter to careers@light-house.org with “Sales & Marketing Representative” in the subject line. Submissions made through an online job site (e.g. Indeed, LinkedIn) will not be considered.