



POSITION TITLE:	Business Development Officer
REVISION DATE:	June 17, 2024
REPORTS TO:	Manager of Economic and Business Development
DIRECT REPORTS :	N/A
POSITION SUMMARY:	This position supports the strategic goals of the Division and the implementation of the Municipality's Economic and Business Development Plan with responsibility for growing investment and supporting workforce development.

TASK NO.	DESCRIPTION
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Position Descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Position descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The MEH reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.

JOB DUTIES & RESPONSIBILITIES

1. Business Development (50%)

- 1.1. Identify, develop, and negotiate long-term business relationships with local and regional businesses and partners in order to build current and future opportunities that support economic growth in East Hants.
- 1.2. Deliver the local business retention and expansion service to provide client-focused business solutions that support East Hants businesses in overcoming challenges and help in identifying opportunities to grow and expand.
- 1.3. Support the research, development, and implementation, of East Hants' workforce development service for the Division.
- 1.4. Support lead development from prospective companies considering commercial locations in East Hants.

2. Marketing and communications (20%)

- 2.1. Create and produce marketing material that builds awareness of the East Hants value proposition for local business attraction, and to generate leads.
- 2.2. Support departmental marketing and communication campaigns to increase awareness, drive engagement, and generate business development opportunities for local and prospective businesses.
- 2.3. Actively use Customer Relationship Management software and marketing software to coordinate and manage campaigns including events, advertising campaigns, email distribution and leads.

3. Business Park operations (15%)

- 3.1. Support the Division in site selection and real estate requests for commercial locations in East Hants.
- 3.2. Support the Division's business park operations, including commercial land development and real estate activities.

4. Economic Development Projects (15%)

- 4.1. Foster and support economic development projects (e.g. commercial district development, workforce development, export development, and placemaking.) that deliver strong, sustainable economic opportunities for East Hants.
- 4.2. Build strong relationships with local and regional partners. Including federal, provincial and municipal government departments, regional and national sector associations, and training and education institutions, to develop strategic opportunities that can lead to economic and community growth.
- 4.3. Support the Division in providing economic reporting to help inform and enhance decision-making, and provide economic context to the Municipality.
- 4.4. Assist in the development of the Division's annual business plans, operational reports, and Council reports.
- 4.5. Other duties as assigned by the Manager.

REQUIRED QUALIFICATIONS AND TRAINING

Education and Experience

- Post-secondary education in a field related to Economic and Business Development.
- Minimum two years of related experience with a background in economic development, business development, workforce development, sales, and/or marketing is an asset.
- Equivalent education and experience will be given consideration.
- A Certified Economic Developer (CEcD) or Economic Development (Ec.D.) designation is considered an asset.

Knowledge, Skills, Abilities

- Working knowledge of municipal government. Including municipal and provincial regulations related to economic development activities.
- Sales and business development experience is an asset.
- Knowledge of project management, financial management, and business planning.
- Strong written and verbal communication skills including providing advice and recommendations and presentation skills.
- Strong analytical, research, and strategic thinking skills.
- An entrepreneurial mindset and creative problem solver.
- The ability to use MS Office, customer relationship management software, and social media platforms.
- Hold a valid driver's license and be willing to travel.

Working Environment

- This position qualifies for overtime pay.
- The workload of this position is frequently unpredictable and may require overtime on an unpredictable without notice basis.

- The incumbent of this position must be flexible in terms of hours of work in order to deal with meetings and events that occur outside normal office hours.

I hereby certify, to the best of my knowledge, the information provided regarding this job description is complete and factual, and accurately describes the work performed.

<i>Employee's Signature</i>	<i>Employee's Name (print)</i>	<i>Date:</i>
<i>Director's Signature</i>	<i>Director's Name (print)</i>	<i>Date:</i>
<i>CAO's Signature</i>	<i>CAO's Name (print)</i>	<i>Date:</i>