



Business Counselor Pictou County Partnership

WHO WE ARE

The Pictou County Partnership is Pictou County's support to businesses. It is the leading economic and business development organization for the region.

Mission: The Pictou County Partnership initiates, leads, and contributes to a thriving and sustainable local economy by fostering a culture of economic collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.

Values: Collaboration, Accountability, Sustainability, Innovation, Impact, Adaptability, Diversity, Equity and Inclusion

Vision: Pictou County is a community of engaged people, businesses, organizations, institutions, and governments who work collaboratively in a thriving and sustainable local economy where everyone has a good quality of life.

REPORTING TO: Manager of Business Development and Innovation

PRIMARY DUTIES AND RESPONSIBILITIES

As the Business Counselor you are a connector and relationship builder providing support to businesses of all sizes or stages, whether solo-owned entities, social enterprises, or growing companies with many employees.

You will proactively connect with businesses throughout the region to support their plans for sustainability, growth, start-up, and continuity. You will be supported by the Partnership team as we take a holistic approach to business support and economic development. You will, on a daily basis, be out of the office connecting with businesses in Pictou County. You are a skilled communicator that thrives on genuine relationship building. Having meaningful and in-depth conversations comes to you with ease.

Duties and responsibilities of this role will include but are not limited to:

- Schedule and conduct visits/meetings with business leaders and entrepreneurs to uncover their business opportunities and challenges. (Business Retention and Expansion 'BRE' tools and training will be provided)
- Collect information from business leaders and entrepreneurs to help the Partnership better understand the business community and landscape in Pictou County
- Manage a database of information about the business community in Pictou County
- Analyze and report on the opportunities and challenges of businesses in the region



- Work closely with the team to respond to inquiries for program assistance and to navigate business leaders and entrepreneurs to support programs
- Support businesses at all phases by working with the team to provide guidance, best practices, access to resources, tools, etc.
- Work with communications department to share success stories of local businesses and to host learning event opportunities.

MUST HAVES

EDUCATION

- Post-secondary level education in a relevant discipline from a recognized academic institution; degree or diploma in Business Administration, Commerce, Economics, or similar designation

EXPERIENCE

- Experience and/or understanding of small business operations
- Experience with Word, Excel, PowerPoint, and other similar tools
- Demonstrated ability to work effectively and efficiently with minimal direction
- Experience using CRM software

SKILLS/ATTRIBUTES

- Skilled and authentic relationship builder
- Passionate about building the economic capacity of Pictou County
- Possess a collaborative, positive, and optimistic attitude to working with a wide audience
- Entrepreneurial thinker with an understanding of business development and growth practices
- Proven interpersonal skills, allowing you to exercise sound judgment, tact, and discretion when dealing with others
- Possess a valid Driver's License and access to a reliable vehicle

SUPPLEMENTARY EXPERIENCE, SKILLS/ATTRIBUTES

- Experience in Economic Development, Business Development, or another related field
- Demonstrate the ability to be involved and familiar with the community and the people who contribute to it
- Ability to network with the private sector, government, and non-government organizations
- Political acuity and sensitivity along with exemplary presentation and analytical skills
- Attention to detail and excellent project planning skills



The Business Counselor will work in both an office environment and in the field and will work a standard work week. Flexibility in working hours is required as some work will happen outside the standard workweek. The office is in Pictou County. Travel throughout the region will be required. The successful candidate can start right away.

We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.

Application deadline: April 13, 2023

**Applications can be sent to
office@pictoucountypartnership.com with the subject line: Business
Counselor**