



Business Outreach and Engagement Officer 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.

At the Partnership, we:

- **Connect** with business leaders and entrepreneurs to understand challenges and opportunities.
- **Collaborate** with government at all levels and other business support organizations to help navigate business leaders and entrepreneurs to resources and supports that they need to grow and develop.
- **Communicate** the story of the Pictou County region and its vibrant business community.

REPORTING TO: Manager of Business Development and Innovation

PRIMARY DUTIES AND RESPONSIBILITIES

As the Business Outreach and Engagement Officer you are a connector and relationship builder between business leaders, entrepreneurs, and the Pictou County Partnership team.

You will:

- Schedule and conduct visits/meetings (BRE) 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
- Analysis and report on the opportunities and challenges of businesses in the region as heard from your interviews with business leaders and entrepreneurs
- Work closely with the team to respond to inquiries for program assistance and to navigate business leaders and entrepreneurs to support programs
- Support business attraction and investment readiness initiatives
- Support businesses at all phases by working with the team to provide guidance, best practices, access to resources, tools, etc.



- Develop relationships with local, regional, and national business support organizations and other key stakeholders
- Prepare reports and support the Communications staff with telling the story of businesses in Pictou County

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 range of stakeholders
- 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 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

This employment opportunity is open for Canadians, Permanent Residents, and Temporary Residents who can work for any employer in Canada. Only applicants who are authorized to work in Canada will be considered. The Business Outreach and Engagement Officer will work in both an office environment and in the field and will work a standard work week. The ability to work remotely from a home office may be required, due to the COVID-19 pandemic. Flexibility in working hours is required as some work will happen outside the standard work week. 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: Tuesday, September 13 2022, at 12 p.m. (noon).

Applications can be sent to office@pictoucountypartnership.com with the subject line: Business Outreach and Engagement Officer