



Community Futures Central Alberta (CFCA), Town of Olds and Invest Olds are joining forces in a unique partnership and are seeking a **Business Development Advisor**, to join us.

Do you like to work with budding entrepreneurs and small business and help them succeed?

Are you comfortable analyzing entrepreneurs' business plans?

Is designing and facilitating workshops within your comfort zone?

Do you enjoy leading projects?

Do you have experience organizing and leading a team of volunteers?

Do you like problem-solving in a fast-paced dynamic environment?

Do you live within commutable distance to Central Alberta?

If you answered 'yes' to these questions... we should talk. You might just be the ideal candidate to become our full-time **Business Development Advisor** who can add an innovative perspective to economic and business growth in Central Alberta.

As the **Business Development Advisor** you will design and implement a unique tool-kit of service offerings to support the retention, expansion and attraction of entrepreneurs and businesses. You will play an essential role in the execution of a regional industry and economic growth strategy.

We Make Business Dreams Happen

This partnership supports the growth and innovation of business. Through the delivery of highly effective business programs, training, loans, marketing, expert business advisory services, and more, we guide entrepreneurs, small and medium-sized enterprises to open doors and gain a foothold in their rural communities and beyond.

You inspire dedication and commitment to excellence. Your organizational skills and applied knowledge of lending and investment processes are second to none. As an influencer, you know how to build alliances and relationships to engage clients and meet the needs of other important stakeholders throughout the region. You are a self-starter and are able to work independently in a semi-virtual and flexible work environment.

Our Wish List

- Superior relationship building and interpersonal skills;
- Refined listening, collaboration, problem-solving and decision-making skills;

- Polished business acumen with strong written and verbal communication skills;
- Proven knowledge of business and financial planning, market research and analysis, business development and investment attraction is desired;
- Post Secondary degree in Commerce, economics, business administration or related field.
- A self-starter who is able to work with limited supervision
- Strong working knowledge of Microsoft 365, Outlook, excel and other online programs such as Zoom, Skype or Teams;
- Must have a valid Class 5 Drivers License and be willing to travel throughout the Central Alberta.

The successful candidate will be legally eligible to work in Canada. International applications will not be accepted.

If you think you're a strong candidate for this role, please visit the Town of Olds website at www.olds.ca/careers to view a detailed description of the position. This is a contracted position with a two-year term in the amount of \$90,000 per year. Interested parties are invited to send a cover letter and résumé to hr@olds.ca with subject line Business Development Advisor. The application process closes Tuesday, April 2nd at 8:30 am.

We thank all applicants for considering this exciting opportunity. We advise that only those candidates selected for interview will be contacted.

We are committed to attracting, engaging, and developing a diverse and inclusive workforce. As well, your privacy is important to us – please rest assured that all applications will remain confidential at all times. We do not retain candidate profiles or resumes.

****All information provided is collected in compliance with section 33 (c) of the Freedom of Information and Protection of Privacy (FOIP) Act.***

Job Description

JOB TITLE: Business Development Advisor	
DEPARTMENT: Office of the CAO Town of Olds	JOB REPORTS TO: Economic Development Officer
FUNCTION/PURPOSE: <p>This position will work to retain, expand, and create business development within the community of Olds and region. The Business Development Advisor (BDA) will directly support and serve as liaison to entrepreneurs and SMEs looking to invest or do business in the region. The BDA position will bring a unique set of service offerings to the community and region by way of a collaborative partnership of Community Futures Central Alberta (CFCA), Town of Olds and Invest Olds. Through this partnership a new set of programs and tools will now be accessible to support business. Key functions include: local and regional business and entrepreneur support to all client leads and referrals; ensuring access to programs resources and initiatives; completion of research and analysis; assistance with advancing industry strategy priorities; and collaborative relationship building among key stakeholders. The BDA will work closely with CFCA, Invest Olds and the Digital Services Specialist to support development of communication and marketing strategies for business and industry.</p>	
KEY RESPONSIBILITIES	
1.	Business Development <ul style="list-style-type: none"> • Develop and maintain a business services strategy and workflow. • Assess business opportunities / challenges and develop strategies to address needs. • Organize, manage, and provide consultation meetings / workshops with businesses and organizations to promote programs, services and initiatives that build business capacity for creation, expansion, retention of businesses and succession planning. • Assist in facilitating driving industry roundtable sessions. • Conduct industry market analysis and research. • Profile, benchmark, and measure all incoming business inquiries and consultations for the purpose of evaluation. • Develop reports, make presentations, and provide professional advice to Economic Development Officer, CFCA, EDAC, and stakeholders as required. • Attend events such as tradeshow, workshops and conferences as required. Decisions: <ul style="list-style-type: none"> • Identify resources required to implement business services strategy. • Explore potential business investment and services. Recommendations: <ul style="list-style-type: none"> • Initiating and conducting discussions with the private and public sectors regarding business and workforce development. • Through meetings, committees, work teams and consultation with subject matter experts, work to develop strategies to address business retention and expansion.
2.	Research <ul style="list-style-type: none"> • Design and conduct business research and analysis to assess needs and opportunities to provide improved services for retaining and expanding business. • Compile database of business clients and report on opportunities to Invest Olds and CFCA. • Preparing and disseminating information regarding availability of land and property, access to capital, available infrastructure, and etc. conducive to the promotion and growth of business and industry.
3.	Liaison <ul style="list-style-type: none"> • Function as front-line information provider / pathfinder / liaison / concierge to new / existing businesses. • Develop and maintain effective working relationships with local and regional communities and business service providers to align efforts in assisting business development in their communities. • Develop and maintain effective working relationships with public and private sector and non-profit agencies essential to business development. • Provide advice on regulatory procedures and requirements for starting a business.

	<ul style="list-style-type: none"> • Work with CFCA to apply organization programs and report on deliverables effectively.
4.	Promotion, Marketing, and Investment Attraction <ul style="list-style-type: none"> • Work with the Digital Services Specialist / communications team to prepare information and promotional literature. • Work with the Digital Services Specialist to: identify businesses willing to be interviewed and promoted on social media platforms and in print; to source and compile content on business; training, webinars, grants, etc. for the purpose of developing weekly posts and building awareness in the business community. • Analyze promotional and marketing campaigns to identify improvements. • Coordinate business promotion efforts in Olds and region as a place to do business and invest. • Assist with market research and analysis to provide businesses with insights into market trends, customer preferences and competitive landscapes that will help businesses make informed decisions and identify growth opportunities. • Promote industry cluster development by bringing together businesses within the same sector.
5.	Development <ul style="list-style-type: none"> • Develop and maintain relationships with business and workforce development support agencies (e.g., CFCA, Business Link, BDC, Olds College of Agriculture and Technology, and etc) • Consultation with businesses for accessing programs, services and technical advisement. • Development of relationships with area businesses through applied Business Retention and Expansion practices. • Develop and maintain ongoing communication and relationships with business and regional stakeholders.
6.	Risk Management / Safety <p>It is the responsibility of the Town of Olds employees to take care to ensure their own safety and the safety of others, to know and follow all safety and health instructions, rules, regulations, and safe work procedures to report any unsafe or substandard condition or act as soon as possible to the employer and to promote proper attitudes towards health and safety themselves, in coworkers, in those they supervise and with the public.</p> <ul style="list-style-type: none"> • Ensures risk management and safety programs are in place for employees working in the Department and for members of the public using the facilities and services, that are consistent with Town standards and policy as well as provincial and federal legislation. • Identifies and manages any risk/safety consequences and losses such as life, assets, reputation etc.

QUALIFICATION, KNOWLEDGE, SKILL & ABILITY REQUIREMENTS:

Education:

- Successful completion of a bachelor's degree from a recognized post-secondary institution in commerce, economics, business administration or related field.

Experience:

- Minimum of three (3) years' experience in economic / business development / investment attraction
- Prior entrepreneur experience or hands on business ownership considered an asset.
- Knowledge of business and economic development practices and competent in research and market analysis.
- Knowledge of workforce development and immigration programs and practices.
- Experience applying tools such Microsoft 365 and social media platforms.

Competencies:

- Thorough knowledge of the principles, practices, methods, and procedures used in the administration of business, entrepreneur and economic development,
- Skilled in research and data analytics.
- Skilled in facilitation, presentations, and public speaking.
- Excellent organizational skills and a proven ability to follow through.
- Ability to triage tasks and prioritize efficiently.
- Agility to adapt in a fast-paced changing environment with competing priorities and time-sensitive projects.
- Strong collaborator with demonstrated relationship building aptitude.
- A keen eye for process improvement opportunities.
- Strong interpersonal and communication abilities and handle confidential matters with discretion.

- Ability to effectively market, apply and utilize various platforms in digital marketing, communications, and social media.
- Strong business acumen & ability to effectively perform in a local government setting;
- Experience in working effectively with minimum supervision, and through a high degree of personal initiative; and
- Demonstrated personal attributes that include sound work ethic, high integrity, and respectfulness.

BUDGET RESPONSIBILITY: No

NOC 2021 CODE: 41402

WORKING CONDITIONS:

- Normal office environment.
- This role combines travel, attending meetings throughout the community and region and working in the office.
- Additional hours outside of normal business hours will be required and are part of the position function.
- Exposure to the public and media criticism.
- Identified job hazards: Hazards as outlined in the Town Office – COR Elements & Documentation Health & Safety Binder.