

Job Profile - Western Regional Enterprise Network

Get Side-Tracked Program Coordinator

Part-time 12-Month Term

Deadline for application: October 7th, 2024, by 4:00pm

Salary: Between \$25-35k annually

The Western Regional Enterprise Network (Western REN) encompasses the Municipalities of the Districts of Barrington, Clare, Argyle, Digby and Yarmouth and the Towns of Digby and Yarmouth. The Western REN's role is to guide and navigate regional development in Western Nova Scotia, supporting business growth in communities. The Western REN operates as a connector among economic development partners, supports business growth and retention and provides regional leadership on economic development priorities.

Job Purpose

The Western Regional Enterprise Network (REN) is seeking a dynamic and motivated "Get Side-Tracked" Program Coordinator to develop and implement the "Get Side-Tracked" business training and promotion program. This program aims to ensure local businesses are informed, prepared, and open to serving trail-using customers. The coordinator will outline best practices, tips, and opportunities for businesses to effectively cater to this market segment, thereby enhancing the connection between trail users and local businesses.

Reporting to the Project Coordinator

Roles and Responsibilities

The Get Side-Tracked Program Coordinator will perform a wide range of duties including but not limited to the following:

- **Program Development:**
 - Design and develop the "Get Side-Tracked" business training and promotion program.
 - Research and identify best practices and tips for local businesses to attract and serve trail users.
 - Create comprehensive training materials and resources for participating businesses.
- **Business Outreach:**
 - Engage with local businesses to inform them about the program and encourage participation.
 - Conduct webinars-and training sessions to educate businesses on how to effectively serve trail users.
 - Provide ongoing support and guidance to businesses enrolled in the program.
- **Promotion and Marketing:**
 - Develop promotional strategies to raise awareness about the program and its benefits.
 - Collaborate with marketing teams to create promotional materials and campaigns.
 - Ensure trail users are aware of participating businesses through effective signage and communication.
- **Stakeholder Collaboration:**
 - Foster partnerships with key stakeholders to enhance program reach and impact.
 - Collect feedback from businesses and trail users to continuously improve the program.

- **Program Evaluation:**
 - Monitor and evaluate the effectiveness of the program.
 - Collect and analyze data on business participation and trail user satisfaction.
 - Prepare regular reports on program outcomes and make recommendations for improvements.
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Qualifications:

- Strong understanding of local business dynamics.
- Must have a valid Nova Scotia's drivers license.
- Bilingualism (English and French) would be considered an asset.

Education/Experience:

- Degree or diploma in Business Administration, Marketing, Hospitality, Tourism, or a related field.
- Proven experience in program coordination, business training, or community outreach.
- Candidates with a combination of relevant education and experience will be considered, even if they do not meet all the traditional educational or experience requirements.

Communication:

- Excellent communication and interpersonal skills.
- Ability to develop and deliver effective training sessions and workshops.

Knowledge, skills and abilities:

- Proficiency in marketing and promotional strategies.
- Strong organizational and project management skills.
- Ability to work independently and collaboratively with various stakeholders.
- Proficiency in Microsoft Office suite and experience with database management software.
- Strong organizational skills, with the ability to manage multiple tasks and priorities effectively.
- Commitment to diversity, equity, and inclusion principles

Flexibility:

- Willing to work evenings and weekends if required.

Leadership:

- Positive, optimistic attitude.
- Demonstrated ability to influence stakeholders and build partnerships to advance program and organizational objectives.

Personal characteristics:

The Get Side- Tracked Program Coordinator should demonstrate competence in some or all of the following:

- **Behave Ethically:** Understand ethical behavior and business practices and ensure own behavior and the behavior of others are consistent with these standards and align with the values of the organization.
- **Maintain Confidentiality:** Confidentiality must be maintained with telephone calls, emails and meetings where applicable.
- **Build Relationships:** Establish and maintain positive working relationships with others both internally and externally to achieve the goals of program and organization.
- **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

- Attention to Detail: Detail oriented and accurate with strong analytical, evaluative and research skills.
 - Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance effectiveness.
 - Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the program and organization.
 - Organization: Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
 - Plan: Determine strategies to move the program forward, set goals, create and implement actions plans, and evaluate the process and results.
 - Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
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Working Conditions:

- The Get Side-Tracked Program Coordinator will work in an office and/or a home environment and will work a part-time work week. Flexibility in working hours is available. Place of work to be determined - **the candidate to provide an indication of preference within the Western Region.** Travel throughout the region will be required.
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Application Process

Interested candidates are invited to submit their resume and a cover letter detailing their qualifications and experience related to this position by October 7th, 2024, to hr@westernren.ca Please include "Get Side-Tracked Program Coordinator Application" in the subject line.

Join us in creating a vibrant and welcoming trail experience for both businesses and trail users. We look forward to your application.

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