

Job Profile - Western Regional Enterprise Network (Western REN) *BusinessNow* Lead

Deadline for application: October 7th, 2024

Full-time position

Salary Scale: Between \$70 - \$93k 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 BusinessNow Lead will leverage their extensive expertise in business development as the primary point of contact for businesses in the region. They will deliver Western REN's key business programs, including Business Retention and Expansion (BRE), Continuous Improvement, and Business Transition.

Reporting to: The Western REN Chief Executive Officer

Primary Duties and Responsibilities

The *BusinessNow* Lead will perform a wide range of duties including but not limited to the following:

- Further develop, implement and monitor the Western REN Business Retention and Expansion (BRE) program.
- Through business visitation, cultivate close working relationships with the business community.
- Assess business opportunities and issues by writing and implementing action plans to foster business development, investment and job creation.
- Through referrals, work with key partners to support the development and growth of existing and new business.
- Lead a Local Action Team of public sector partners to work on regional business development issues.
- Continue to use, and grow, CRM tools to monitor client programs and generate reports.
- Collect and assist in analyzing data to support the Western REN goals and produce a yearly business climate report
- Assist in organizing business focused events and deliver presentations on local business climate to Chambers, Boards of Trade, Municipalities and other key partners in the region.

- Lead the ongoing implementation of the Continuous Improvement program by identifying and recruiting eligible businesses, selecting qualified consultants, drafting contracts, and overseeing all relationships and responsibilities within the program.
 - Oversee the continued execution of the Business Transition program by recruiting suitable businesses, selecting high-quality consultants, facilitating contract development, and managing all program-related relationships and obligations.
 - Assist in the development and management of business development projects.
 - Assist in the implementation and monitoring of the Western REN three-year regional economic development strategy.
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Qualifications

- Solid understanding of business planning, finance, budgeting with a knowledge of key sectors and businesses in the region.
- Experience in project management is required, including proposal writing, budgeting, funding applications and claims submissions
- Adept at fostering business development.
- Must have a valid Nova Scotia's drivers license.
- Bilingualism (English and French + other) would be considered an asset.

Education/Experience

- Post-secondary degree, preferably in Business Administration or related field, or a suitable combination of education and experience, such as Business and/or Economic development, research and entrepreneurship.
- Private sector experience will be considered an asset; ideal combination is both private and public sector experience.
- 3-5 years' work experience, preferably in business development or related field.
- 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.

Strategic Thinking & Planning:

- Identify opportunities through data analysis and community engagement.
- Cultivate strong connections within the community to align the right individuals with opportunities.
- Analyze problems and devise innovative solutions.
- Facilitate meetings, gather input, and develop actionable plans from diverse information sources.
- Incorporate constructive feedback from leadership into strategic initiatives.

Communication:

- Research skills with the ability to prepare well thought out proposals and make recommendations.
- Effective interpersonal, cross-cultural, written, and verbal communication and public speaking skills (including giving presentations and speaking at events).
- Ability to network with communities, economic and business development professionals and a wide variety of other organizations (well beyond the scope of the local community).

- Ability to work effectively with community leaders, diverse community groups and all levels of government

Knowledge, skills and abilities:

Proficiency in the use of:

- Microsoft Office applications (Word, Excel, PowerPoint)
- Cloud-based CRM tools
- Business writing
- Office equipment and office related software.

Flexibility:

- Willing to work evenings and weekends if required.

Leadership:

- Positive, optimistic attitude.
- Must be able to analyze and condense information in a logical way to be able to provide clear and concise guidance to the Western REN CEO, board, partners and businesses.
- Self-motivated, goal-oriented person.
- Ability to exercise sound judgment, often in the face of adversity.

Personal characteristics

The *BusinessNow* Lead 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:** The *BusinessNow* Lead will be privy to highly confidential information and maintaining confidentiality of such information is a priority. Confidentiality must be maintained with telephone calls, emails, meetings and board meetings.
- **Build Relationships:** Establish and maintain positive working relationships with others both internally and externally to achieve the goals of the organization.
- **Focus on Client Needs:** Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
- **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 organizational 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 organization.
- **Organization:** Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
- **Plan:** Determine strategies to move the organization 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.

Working Conditions

- The *BusinessNow* Lead will work in both an office and/or hybrid environment and in the field and will work a standard work week. Flexibility in working hours is required as some work will happen outside of the standard work week. Place of work to be determined - **candidate to provide an indication of preference**. Travel throughout the region will be required, 2-3 days per week will be on the road between Digby and Barrington.

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 "Business Now Lead Application" in the subject line.

Join us in empowering and expanding the business sector in the region. 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.