

Job Class Profile: Business Development Coordinator**Pay Level: CG-39 Point Band: 882-915**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	5	2	4	5	6	6	3	2	
Points	280	83	13	19	150	130	124	64	21	884

JOB SUMMARY

The Business Development Coordinator performs responsible work in coordinating the promotion and development of educational courses and programs for the College. Work involves developing a regional business development strategy with a focus on profitability, cost awareness and business competitiveness. Coordinates the work of the Community Relations Officers engaged in the promotion of educational opportunities available at the College; assesses, recommends and facilitates professional development training for staff and assumes responsibility for ensuring profitability on contract training initiatives.

Key and Periodic Activities

- Develops a regional business development strategy with a focus on profitability, cost awareness and business competitiveness.
- Ensures that the Division realizes a profit on all contract training initiatives.
- Develops a product development strategy.
- Supervises, directs and identifies professional development activities of the Community Relations Officers.
- Prepares sales activity, financial and Community Relations Officer assessment reports.
- Maintains effective collaboration with other college departments and external agencies.
- Develops provincial contract training proposals and assesses the contract training approval protocols.
- Assists in the development of a customized marketing strategy.

SKILL**Knowledge****General and Specific Knowledge:**

- Business Development
- Proposal Development
- Marketing and Sales
- Adult Education

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Business, Commerce or Adult Education

Years of Experience:

- Minimum: 3 years experience in marketing and business development in a college or university environment.

Competencies:

- Excellent written and oral communication skills
- Work independently
- Computer skills
- Facilitation skills
- Presentation skills
- Supervisory skills

Interpersonal Skills

- A range of interpersonal skills are utilized including listening to information from Community Relations Officers; asking questions to gain information for a variety of reports; providing routine and complex information and direction to Community Relations Officers regarding professional development activities; promoting college programs and courses to the community with a focus on profitability; gaining the cooperation of team members to complete work tasks and making formal presentations to management personnel.
- Communications occur with employees within the immediate work area, College campuses and external agencies.
- Most significant contacts include the team of Community Relations Officers; campus administrators, executive and management personnel throughout college departments as well as external agencies involved with contract training initiatives.

EFFORT**Physical Effort**

- Work demands do not result in fatigue, requiring periods of rest.
- Lifting and moving is minimal as the majority of work tasks are computer related.
- Sitting is required to perform computer work including the preparation of sales activity, financial and assessment reports and to develop a regional business development strategy.
- Fine finger or precision work is required to operate a computer.

Concentration

- **Visual concentration** is required to prepare a variety of reports and to develop provincial contract training proposals.
- **Auditory concentration** is required to maintain effective collaboration with other College departments and external agencies.
- **Higher than normal levels of attentiveness** is required to develop a regional business development strategy with a focus on profitability, cost awareness and business competitiveness.
- **Time pressures and deadlines** exist with regards to the development of a regional business development strategy.
- **Eye hand coordination** is required to operate a computer.

- **Exact results and precision** is required in the preparation of sales activity, financial and Community Relations Officer assessment reports.

Complexity

- Work involves a series of tasks and activities which are different/unrelated (i.e. administrative, developing a regional business development strategy) and require a broad range of skills and diversity of knowledge.
- Typical challenges would relate to coordinating the work of Community Relations Officers as well as the development of a regional business development strategy focusing on profitability, cost awareness and business competitiveness.
- References available to address typical challenges include college and divisional policies and guidelines; college administrators and management personnel.

RESPONSIBILITY

Accountability and Decision-Making

- Work is performed with considerable independence and initiative and is reviewed on an ongoing basis through reports and observation of results achieved.
- Daily work tasks are performed with minimal supervision. Major decisions related to business development are made by the administrator; however has the authority to make decisions regarding routine matters and activities related to business development within established policy and guidelines.
- Discretion and judgment are exercised in the performance of daily duties as work is performed under general direction and supervision.

Impact

- Results of work tasks and activities are directly felt within the immediate area, department, throughout the college and on external agencies involved with contract training.
- Results of work tasks directly impact on finances as work involves the development of a business development strategy which focuses on profitability, cost awareness and business competitiveness. Work also impacts on human resources (i.e. Community Relations Officers); information in terms of provincial contract training proposals and business development processes for the college.
- Consequences of mistakes or errors would directly impact finances and the overall business development strategy which would also impact the Community Relations Officers since work is performed in a team environment.

Development and Leadership of Others

- Provides advice, guidance, and direction, and coordinates the work of a team of Community Relations Officers engaged in the promotion of educational opportunities available at the College.

WORKING CONDITIONS

Environmental Working Conditions

- No special precautions or safety equipment required.

- Limited to no likelihood of minor cuts, bruises, abrasions, minor illnesses, fractures, injuries or occupational illness resulting in partial or total disability.
- Exposure to computer glare.