

Job Class Profile: Industry Development Officer I**Pay Level: CG-30 Point Band: 676-689**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	5	5	2	3	4	3	4	2	3	
Points	233	83	13	14	120	65	83	43	32	686

JOB SUMMARY

The Industry Development Officer I is responsible for the development, delivery, and strategic planning of activities, programs, and initiatives which promote growth in the province.

Key and Periodic Activities:

- Advises and consults with new and established clients on the objectives of programs and in the preparation of project proposals.
- Plans, organizes and directs marketing activities and promotional strategies in support of projects and initiatives.
- Develops policies and guidelines that direct the activities of external clients.
- Plans, develops and makes presentations to groups and stakeholders regarding initiatives and projects.
- Reviews and approves budgets to ensure financial compliance with objectives under federal/provincial agreements.
- Issues calls for applications for initiatives and projects such as the CAP Youth Initiative Project. Adjudicates and approves applicants, provides training and support, and addresses issues that arise.
- Travels to project sites to gain knowledge of the site in relation to the community it serves.
- Creates training material for use by participants by tracking local, provincial, and national developments and opportunities in e-commerce and distance learning to identify materials and resources for clients. Maintains a provincial inventory of training material for sites.
- Works with key stakeholders to develop awareness of economic and social development potential associated with internet access.
- Works with key contacts both within and outside of government to ensure effective delivery of programs and initiatives.
- Prepares and distributes funding and payroll reports to all key stakeholders.
- Develops training and orientation, and supervises work term students. Participates in the recruitment of students.
- Plans, develops and implements primary research, including statistical analysis and review, to monitor, evaluate, and submit recommendations to management. Researches innovative businesses, industry information and trends that are emerging and expanding in the province.

Key and Periodic Activities:

- Develops and implements communication plans.
- Acts as liaison between industry and various government departments.
- Develops scripts for websites, presentations, brochures, promotions, and other media.
- Represents the department for programs and initiatives at atlantic and national meetings. Sits on regional and provincial committees.
- Attends trade shows and conferences.
- Develops company profiles and conducts personal interviews of companies to be included in programs.

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

Knowledge of:

- Information and Communication Technology (ICT), marketing, communications, public relations, key industry sectors, youth issues, and social/economic/development issues facing the province.

Formal Education and/or Certification(s):

- Minimum: Undergraduate degree in economic development, business development, commerce, or business administration.

Years of Experience:

- Minimum: 2-3 years experience.

Competencies:

- Ability to use technology and multimedia applications
- Presentation and communication skills.
- Research techniques, marketing applications, analytical skills in the areas of marketing and communications.

Interpersonal Skills

- A range of interpersonal skills include listening to information from others, asking questions to get information, providing routine and complex information/direction to others, promoting a service or idea, coaching and mentoring, gaining the cooperation of others to complete work or to solve problems.
- Examples of interpersonal/communication skills: Delivering presentations to students and stakeholders, training students to present on youth focused initiatives, promoting awareness campaigns to youth regarding opportunities and sectors growing in the province, being able to use a wide range of communication mediums to suit the audience (businesses, students, volunteers) ensuring a consistent message is delivered.
- The most significant contacts are with (1) the manager and divisional staff in brainstorming, problem solving, sharing best practices, collaboration, etc. (2) peers outside the organization in communicating program goals and objectives, liaising with stakeholders, problem solving (3) and students/trainees when providing guidance, orientation, and other support as needed.

EFFORT

Physical Effort
<ul style="list-style-type: none"> — Occasionally lifts objects up to 50 lbs when moving IT or AV equipment and promotional materials. — Fine finger precision work (use of a computer) and sitting are required. — Occasional standing, walking and driving to presentations or site monitoring.
Concentration
<ul style="list-style-type: none"> — Visual concentration is required when working with a computer for extended periods of time and driving in adverse weather conditions for long distances. — Auditory concentration is required when communicating with clients, monitoring and feedback is performed on the telephone or through computerized meeting tools such as E-Live. — Time pressures and deadlines occurs depending upon the program or initiative supported, there are peak times and deadlines specific to each program such as the training of students under the high school outreach program. There are also reporting deadlines and time pressures to provide information to funding partners. — Lack of control over the work pace occurs within peak periods for the provision of training and requests for presentations that can be very demanding. Due to the nature of the funding, the pace of work can be impacted when there are delays in funding announcements. — Exact results and precision is required when using graphic design software packages which require the development of visuals using high precision with a mouse and computer.
Complexity
<ul style="list-style-type: none"> — Tasks and activities are generally different but related. Challenges and/or problems may be addressed by following standardized processes or may require that practical solutions be found. — The most typical challenge is maintaining current knowledge of the economic issues occurring within the province. The information used when developing a presentation, training students to present, or when traveling across the province requires an extensive knowledge of industry, sectors, and regional issues in the province. — When addressing typical challenges, problems, or issues may consult with coworkers, managers, sector specialists, and representatives from the Department of Finance. May also utilize the terms and conditions contained in federal/provincial agreements.

RESPONSIBILITY

Accountability and Decision-Making
<ul style="list-style-type: none"> — Work tasks and activities are moderately monitored and controlled. Works with a high degree of independence with little direct supervision. Judgement must be exercised on day to day issues. — Most day to day activities are addressed directly by the Industry Development Officer I's. Major decisions such as funding amounts would require supervisory approval but it is based upon the Officer's recommendations. Do not require supervisory approval to review the work of work term students, provide training and orientation, prepare presentation material and speaking notes, develop a yearly timeline and schedule for presentations, and develop and analyze surveys.

- Supervisory approval is required for funding amounts, the hiring of work term students, and for purchasing.
- Discretion must be exercised when interpreting guidelines and policies established by funding partners. Many sites require changes to their approved budgets throughout the year. These changes are made by the Officer. With the Youth Initiative Program, Officers have full discretion with regards to the hiring, training and supervision of youth participants and the discretion to determine the ongoing employability of an intern.

Impact

- When work tasks are completed and decisions are made there is a direct impact on the immediate work area, the department/group/organization, outside the organization and on clients. There is also an impact on processes and systems, information, finances, and human resources.
- Information and cooperation occurs within the immediate work area, and other departments often require advice and input on a variety of projects and initiatives. Industry associations and youth groups require information on a variety of initiatives. Decisions impact funding amounts, equipment purchases, and the hiring of students.
- In the event of a mistake or error the most significant impact is felt on clients and the general public. Errors made while presenting or training work term students to present can leave a negative image and impact government's other initiatives, the business community, economic data, or the public's career development. Miscalculation on a budget request would have an impact on the client and may result in reworking of the budget or the site not being able to replace necessary equipment. Errors may also impact printed material such as brochures or the corporate image as improper information can give a negative image to government departments and initiatives.
- The time frame associated with the identification and resolution of errors is normally within 24 hours of identification of the problem.

Development and Leadership of Others

- There is no supervision of staff.
- Assigns work to temporary contractual trainers and electronic content support as well as work term students and interns.

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety precautions or equipment.
- There is a limited likelihood of minor cuts/bruises/minor illnesses
- Regular requirement to travel for presentations and site visits. Lack of privacy due to open office environment.
- Occasionally exposed to wet and slippery surfaces and adverse weather conditions.