

Job Class Profile: Industry Development Officer II**Pay Level: CG-40 Point Band: 916-949**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	7	6	2	4	7	4	5	2	2	
Points	327	100	13	19	210	87	103	43	21	923

JOB SUMMARY

The Industry Development Officer II provides advice and facilitates the development, promotion, and marketing of new business opportunities, and departmental projects and programs for various industries and sectors within the province in support of economic, business, and tourism development.

Key and Periodic Activities:

- Markets and promotes local industries and businesses and their products to appropriate markets through participation in and organizing of trade shows, and developing promotional materials and website content.
- Markets and promotes Newfoundland and Labrador nationally and internationally as a destination (i.e. with the Meetings, Conventions, and Incentive Travel Market) through participation in trade shows, conferences, and marketplaces.
- Sets strategic priorities by preparing detailed issues synopsis, and economic and demographic analysis to manage the implementation of strategic development plans.
- Analyses complex business and strategic development proposals for feasibility and compatibility with provincial industry investment and development priorities, and makes recommendations to management regarding the analysis.
- Writes complex terms of reference or Requests for Proposals (RFPs) for studies, special investigations, and master plans.
- Retains and directs external consultants, devises work plans, and monitors consultant activities for compliance as part of overall project implementation.
- Represents the department by directing and meeting with clients, as well as organizations, to develop and produce complex, long term development plans and proposals.
- Identifies priority opportunities, appropriate partners and potential sources of funding, and coordinates activities between the department and industry.
- Consults on matters of contention with other government departments where decisions might affect the general public, government and industry. Makes recommendations to executive for conflict resolution.
- Performs a lead role with community groups, economic development organizations, private sector businesses, and other provincial and federal departments and agencies to ensure that products being produced matches the existing and developing markets, and fits with identified

Key and Periodic Activities:

- provincial policy.
- Conducts market research and disseminates information to clients to identify market opportunities and to increase marketing knowledge in areas that are affecting clients.
- Analyzes and provides direction and strategies to private sector businesses for new business start-up and changing business streams to increase profits and improve viability.
- Develops and delivers marketing training and advises clients to help improve their marketing skills to build their businesses.
- Provides consultative services and materials support to conference organizers and meeting planners.
- Identifies advertising opportunities, books advertising, writes articles for trade newsletters and publications, and prepares monthly newsletters for distribution to clients.
- Prospects potential clients for direct sales calls, familiarization tour potential and direct sales calls.
- Facilitates partnerships with industry stakeholders to develop opportunities in the sector.
- Performs administrative functions such as filing, completing travel claims and booking travel arrangements.
- Prepares correspondence including client follow up letters, marketplace and general inquiries including ministerial and executive correspondence letters.
- Represents the Department on various committees.
- Writes replies to letters as requested for the Premier, Ministers and Executive on general industry matters.
- Replies to telephone and written requests for support for a variety of events such as sporting meets, family reunions, NL promotions out of the province.
- Organizes annual trade shows.

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

- Knowledge of:
 - Marketing principles and techniques in a global marketplace, consumer products and markets, and knowledge of various industries and sectors.

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in economic development, business administration, commerce or tourism management.

Years of Experience:

- Minimum: 4 to 5 years experience.

Competencies:

- Professional writing skills including writing for professional publications and proofreading copy for publication. Also the ability to write client letters, ministerial letters, and general correspondence.

- Ability to write advertising and advertorial copy.
- Oral and written communication skills, presentation skills, conflict resolution, and research skills.

Interpersonal Skills

- A range of interpersonal skills include listening to information from others, asking questions, providing routine information, communicating complex information, gaining the cooperation of others to complete work, promoting/selling products/services/ideas, coaching/mentoring, facilitating meetings, dealing with angry or upset people, and resolving issues between people.
- The ability to listen and convey the proper information and direction to others is critical. Often parties are involved in heated discussions and have their minds set on an issue that is not in line with market trends or departmental policy. It is imperative to note the actual issues they are presenting and determine possible solutions. Conflict resolution skills are required when working with clients. There are also interactions with private sector partners, conference planners, suppliers, colleagues. Provides training to industry professionals, speak to groups as part of a panel discussion at conferences and meetings, and speaks to trade groups to promote the province as a preferred destination. The ability to listen and ask questions are crucial to research and the gathering of information in order to provide solid advice to clients. As well, must utilize various interpersonal skills when promoting at trade shows, online, or in print format.
- The most significant daily contacts are with (1) employees in the department and with other provincial/federal departments and agencies to coordinate activities, share ideas, work on team projects, or to lead development opportunities, (2) clients to provide advice on issues affecting their businesses, to provide direction to mitigate issues of concern, or to coordinate a conference or meeting, (3) and partners such as economic and development groups, hotels, industry operators, conference planners, supplies and contractors.

EFFORT

Physical Effort

- The demands of the job occasionally result in fatigue requiring periods of rest.
- Occasionally required to lift objects up to 25 lbs.
- Fine finger/precision work and sitting required when using a computer.
- Occasional standing, walking, and driving to meetings or trade shows.
- Kneeling, stretching, walking, standing and lifting are required at trade shows to set up and take down booths, carry supplies/boxes/luggage. Occasionally it is necessary to participate in familiarization tours with operators in order to assess their product, which would include hiking, walking, and repetitive movements such as paddling a canoe or kayak.

Concentration

- **Visual concentration** is required when using a computer to write reports, read/write emails, on line research, analyzing proposals or environmental assessment documents. Also identifying non-verbal cues during meetings is important to develop the appropriate response. When reviewing documents such as a Request for Proposal it is critical to concentrate on specific wording.

- **Auditory concentration** is required in meeting settings as it is necessary to hear and understand all opinions expressed with many talking at once; at trade shows/conferences/training sessions; or during use of telephone engaged in conversations with colleagues and clients.
- **Time pressures and deadlines** occurs when providing information to the executive on specific issues; deadlines for funding cut-off dates; when dealing with private sector clients as they are often have their own timelines; time sensitive contracts/registrations/meetings; and recruiting and preparing clients for trade shows.
- **Interruptions** occur with constant phone calls and emails; clients dropping in unexpectedly; coworkers with questions or wanting to discuss issues/projects.
- **Repetition requiring alertness** occurs when driving or preparing personalized documents for mail out to clients.
- **Lack of control over the work pace** occurs when priorities change quickly or new issues/problems may arise. If new funding guidelines are identified for clients it may be necessary to focus on the new deadline and all other priorities must be recognized to the satisfaction of all parties. Unexpected deadlines often arise affecting the **pace of work**. Trade shows can be hectic when there is a line of clients waiting to speak to the Officer.
- **Exact results and precision** is required when presenting information to clients and particularly when presenting information for decision making, proofreading documents, collecting and reporting on sales results at marketing events like shows, and proofing graphic design work for content and visual accuracy.

Complexity

- Tasks and activities are constantly different and unrelated for which there are limited guidelines or procedures and involve a wide variety of responsibilities and situations.
- Problems generally have limited opportunity for standardized solutions, requiring definition and analysis of the problem, and the development of complex and creative solutions.
- Some typical challenges required to resolve: (1) Determining global markets for clients' products, what the market trends are for that product, market changes. This situation is impacted by larger issues such as economic conditions and changes in consumer behaviour. (2) Responding to client calls for information, guidance, or assistance on how to start up a business. No two calls are similar as some are inquiring about funding options in which case a referral may be required. Others are looking for marketing, crown lands advice, or statistics. A determination must be made as to what applicable information to release and which organizations and agencies (federal and provincial) should be engaged to best serve the client.
- There are no formal policies or guidelines to serve as a guide for the advice and direction to provide to clients. Solutions are developed by seeking information, knowledge and advice from other colleagues and industry experts, doing independent research, and applying principles of marketing to arrive at possible solutions.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are somewhat monitored and controlled. Industry Development Officers must be able to work with minimal supervision and be independent with respect to

setting priorities.

- Supervisory approval is not required in setting priorities of which meetings to attend in the region, or decisions on changes to schedule/minor purchases to complete an activity when traveling for trade shows, market events, conferences, and direct sales missions. Makes decisions on which clients to select to participate in marketing activities, selecting outside consultants or service providers to perform work, determining the criteria on which proposals are to be evaluated, and evaluating the proposals received. Also choose which trade shows in which to participate, which promotional materials to undertake in support of marketing objectives, setting marketing priorities, and decisions regarding recommending funding support on client applications.
- Supervisory approval is required for project funding, purchases, travel, entertainment (dinners, lunches), and contracts with outside service suppliers.
- A high level of discretion and judgement is required in devising and delivering advice to entrepreneurs or input at public or group meetings and at trade shows. Discretion must be exercised in selecting clients to participate in department supported marketing events by assessing the client's readiness to participate and in recommending whether or not to support funding for marketing activities for a client. This is based on the Officer's analysis of the strength of the proposed activity and the ability of the client to carry it out successfully. Officers have the discretion to set the criteria by which proposals will be evaluated and determine the relative importance of each criteria.

Impact

- Generally has impact on the immediate work area, the department, outside the organization, and on customers/clients/public as well as on processes, information, finances, material resources, human resources, and corporate image. (i.e. When setting direction in the region, the results are felt by private sector businesses, communities, non-profit and community groups, economic development boards as well as other departments and agencies both federal and provincial. The impacts are felt on decision making processes by management, and information both internal and external to government are effected. Often based on the recommendation of an Officer, clients will adjust staffing levels or allocate expenses in order to fund a specific project.)
- In the event of a mistake or error there is a significant impact on clients, information, and finances.
- Mistakes in business advice or in items such as terms of reference documents drafted for clients have legal implications for the client. Also financial losses and time allocations by profit and non-profit organizations can be significant. In the case of business plan assessment it can mean the difference in funding being provided or not. When working with regional economic development boards they often rely on the Officer's direction to identify market opportunities/initiatives. A mistake could result in financial loss should a project or initiative fail due to poor advice or direction.
- The time frame associated with the identification and resolution of errors is dependent upon the situation. If an error were made in terms of reference document it could be a year before the client realizes the lack of clauses that limit ownership of items created for a contract that could result in court action initiated by a consultant. In instances where incorrect or misleading information is given to management, clients or stakeholders, it could be as short as twenty-four hours before it is identified and resolved.

Development and Leadership of Others

- There is no supervision of staff.
- Provides on the job advice and guidance to coworkers on aspects of a project or marketing advice to other staff on specific client files. Provides feedback on projects, report drafts, department website, strategy and operational plans. Provides formal training to clients, organizes and coordinates other colleagues for provincial trade shows, and checks the work of contractors through proofreading documents, graphic design, and website development.

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, or injury resulting in disability.
- Occasional travel to trade shows, client visits, meetings. Occasional slippery surfaces encountered when doing a hiking trail assessment or tours. Exposure to adverse weather conditions when travelling for meetings, etc.