Job Class Profile: Business Development Coordinator

Pay Level: CG-39  
Point Band: 882-915

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**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.