

## **Business Development Coordinator Calgary Economic Development**

Calgary Economic Development (CED) is an opportunity-maker, helping to spark and fuel Calgary's growth. Our job is to connect people with resources that can help them grow their careers or businesses, thrive in new locations or markets, and feel at home in our community. We offer a wealth of information to help everyone succeed and we tirelessly promote Calgary, in Canada and around the world. We are exhilarated about our role in shaping and sharing Calgary's story and we're proud to be part of the energy.

### **Job Summary**

As part of Calgary Economic Development's Business Development (BD) team, the **BD Coordinator** will support the attraction of companies to Calgary and the retention or expansion of companies already operating in the city. This role is responsible for the identification, early qualification of foreign direct investment (FDI), and the assignment of leads prioritized for Calgary's key sectors and the size of the investment opportunity.

### **Key Responsibilities:**

- Provide customer service support to prospective FDI clients to promote Calgary as an ideal business expansion location. This includes triaging services for the BD team, understanding of CED's services, communicating effectively with external stakeholders, understanding of CED's value propositions, determining various methods of client support, and directing the client to resources or the appropriate Business Development Manager (BDM), where necessary.
- Support preparation and development of lead generation campaigns in Calgary's key sectors. This includes conducting secondary research to develop target lists, identifying key companies, and identifying key contacts.
- Utilize CED's access and subscription to databases to conduct research for BD purposes. This involves understanding different systems, understanding taxonomy of datasets, and creating curated lists for clients both internally and externally.
- Adhere to the CED's practice of keeping up-to-date information in the Client Relationship Management (CRM) system and tracking calls and emails regularly. This includes tracking the development of leads, contacts, opportunities, marketing lists, and campaigns.
- Support the delivery and development of CED's online chatbot by providing customer service to clients, developing the script language, and facilitating inquiries internally.
- Support the BD team with new and ongoing activations and projects, and act as a liaison with other organizational departments when needed.

### **Let's Talk About You**

You are a results driven business development professional who understands and appreciates the importance of client service. Your business acumen provides insights into the issues companies encounter as they expand their business. You approach clients with the intention of addressing their issues and offering solutions. You may have a sales or sales support background and are clearly focused on client service. You have a passion for our city, and are excited by the prospect of working on projects that build on the energy of our community. You are collaborative and thrive in a fast-paced environment and can manage multiple projects with ease.

### **Education:**

- Bachelor's degree in International Trade, Economics, Commerce, or Business Administration
- Economic Development education/training an asset

**Experience:**

- Minimum of 3 years of progressively responsible experience in a related area during which professional capability has been clearly demonstrated such as a sales, research, and data analysis.
- Experience working within a professional organization and establishing key relationships with executives at large corporations, organizations or associations

*Note: An equivalent combination of education and experience may be considered.*

**Key Competencies:**

- Strategic and critical thinking, and strong problem-solving skills.
- Demonstrated ability to understand contexts and considerations for capturing and managing a variety of data types and sources for research purposes.
- Curious and intentional systems-thinker who can creatively incorporate new and diverse perspectives and knowledge into their thinking.
- Ability to recognize, interpret and integrate patterns in a variety of business data and information types to develop future-looking perspectives.
- Ability to effectively communicate with customers, with a proven track record in sales and/or client support.
- Ability to analyze information and make conclusions/recommendations
- Ability to plan, coordinate, and execute administrative and logistical aspects of multi-stakeholder experiences and engagement.
- Effective at working independently and as a member of a team with an ability to collaborate, seek input from and build a sense of team across the organization
- Strong writing, communication, and presentation development skills.

**Unique Working Conditions**

This type of work does not always happen between 9 and 5. This position may require long and/or irregular hours including attendance at business functions and special events. The successful candidate works effectively within a team environment and maintains composure when under pressure. The successful candidate must be able to balance and prioritize demands for information from a variety of sources, both internal and external, and deal effectively with politically sensitive as well as confidential information.

**To Apply**

Interested candidates should submit their cover letter and resume in confidence by **8am November 8, 2021** at: <https://calgaryeconomic.bamboohr.com/jobs/view.php?id=111>