



IDENTIFICATION

Department	Position Title	
Northwest Territories Business Development and Investment Corporation	Product Promotion Specialist	
Position Number	Community	Division/Region
89-13959	Yellowknife	Financial Programs

PURPOSE OF THE POSITION

The Product Promotion Specialist is responsible for providing logistical, sales, inventory management, and supply chain efficiency support for the Northwest Business Development Corporation (BDIC) and its subsidiaries. The incumbent is responsible for maintaining and preparing subsidiary company’s inventory held by Arctic Canada Trading Company’s (ACTCL) for distribution to retailers. This position is also responsible for assuring subsidiary product quality.

SCOPE

The BDIC is a Crown corporation of the Government of the Northwest Territories (GNWT) and provides a range of programs and services to help northern businesses succeed. The BDIC supports the economic objectives of the GNWT by encouraging the creation and development of businesses, providing financial assistance to businesses, and making investments in business enterprises. The BDIC promotes financial independence, assists communities in capturing investment development opportunities, and helps develop a diverse and viable northern economy. The BDIC’s role in promoting and maintaining economic development and employment has both economic and social aspects.

The Subsidiary program is managed and delivered from the BDIC headquarters. The BDIC has 5 active operating subsidiaries in which it has controlling interest in many economic sectors including manufacturing, arts and crafts and retail sales.

This position is located in Yellowknife and reports directly to the Comptroller. The position may also be required to assist the Chief Executive Officer who is the Executive Director of ACTCL, a wholly owned subsidiary of the BDIC.

RESPONSIBILITIES

1. Subsidiary Product Promotion

- Arranges public appearances, exhibits and meets with clients to increase product and service awareness.
- Studies the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products or services.
- Consults with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organization, or individuals.
- Provides advice on marketing subsidiary products.
- Engages in promoting and creating public image for the subsidiaries.
- Write material for release to clients.
- Updates brochures, pamphlets, and website content, when required.
- Orders and design new promotional items when required.
- Confers with other staff to identify trends or key group interests or concerns or to provide advice on marketing decisions.
- Prepare or edits organizational publications for internal and external audiences including newsletters.
- Confers with production or support personnel to produce of coordinate production.
- Establishes or maintains cooperative relationships with representatives of community, consumer, and employee or public interest groups.

2. Manages and monitors subsidiary inventory at BDIC headquarters

- Develops knowledge of product lines and relays information to customers.
- Monitors product quality.
- Photographs incoming products and updates websites, product catalogues, brochures and pamphlets.
- Researches relevant trade shows and sales opportunities and prepares stock for all marketing initiatives (tradeshows, sales trips and promotions).
- Produces detailed reports on inventory and sales.
- Researches and recommends product promotions, new products, and price changes.

3. Assist in Administering inventory management and tracking system for subsidiaries

- Administers subsidiaries' inventory management system and act as point of contact for subsidiary staff.
- Assists in troubleshooting inventory system and ensure integrity is maintained.
- Provides ongoing support and training to subsidiary staff on the inventory management and tracking system.
- Supports subsidiary staff to address the POS system issues when required.

- Assists subsidiary staff with supply chain issues, raw material ordering, work orders, bill of materials and sales order management.
- Prepares subsidiary monthly, quarterly and year-end inventory and sales reports as directed by the Comptroller.

4. Shipping and Receiving

- Receives items and categorizes them for shipping.
- Update inventory as products are received and sent.
- Maintains stock of items online and ensures online stock is updated as received and taken off-line if sold or on consignment.
- Evaluates most efficient shipping methods to customers taking in account shipping speed, safety of products.

5. Maintains contact with customers

- Maintains customer accounts.
- Responds to incoming email, online and phone enquiries.
- Record sales and order information and keep files.
- Maintain consignment orders and regularly follow-up with customers.
- Maintains and monitors a Bring Forward filing system for tracking commitments, correspondence and to ensure responses can be prepared in a timely manner.

6. Works with subsidiary staff to manage supply

- Liaises with staff to ensure price list and current product offerings are up to date.
- Liaises with staff to check the progress of existing orders.
- Relays beneficial information to staff regarding marketing initiatives and popular products.
- Anticipate sales cycle and re-stock BDIC inventory levels accordingly.

7. Assists Comptroller in improving the performance of BDIC and the BDIC's subsidiary companies

- Researches new markets for subsidiaries' products to enter.

8. Assist Executive Director of ACTCL

- Provides information to the Executive Director to assist in planning attendance at tradeshows, sales trips and promotions.
- Assists in maintaining contacts with customers through follow-up and feedbacks.
- Manning booths, stores and outlets, as required.

WORKING CONDITIONS

Physical Demands

Occasional moderate physical activity is required when moving and storing products by lifting, reaching, unpacking, packing, and bending.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

This position requires occasional duty travel. The incumbent is frequently required meet short deadlines.

KNOWLEDGE, SKILLS AND ABILITIES

- Proven knowledge of supply chain management.
- Knowledge of sales, and sales techniques.
- Knowledge of NWT political, economic and social environment.
- General NWT business knowledge.
- Advanced level knowledge of MS Office operating systems, MS software (Word, Excel, PowerPoint) and internet and email applications.
- Knowledge of record and file management systems and procedures.
- Ability to deal with the public and respond to a wide variety of enquiries and problems.
- Time management skills and ability to meet deadlines.
- Proven organization and reporting skills.
- Ability to communicate clearly and effectively, both verbally and in writing.
- Ability to work with people in an effective, tactful manner.
- Ability to accurately process large amounts of information and complete routine tasks.
- Must have strong quality focus.
- Ability to build and maintain strong client relationships.

Typically, the above qualifications would be attained by:

A diploma in sales management, office administration or business administration with three (3) years of experience in general office administration or a suitable combination of education and experience. Experience working in sales and inventory systems would be an asset.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French Language (check one if applicable)

- French required (must identify required level below)
Level required for this Designated Position is:
ORAL EXPRESSION AND COMPREHENSION

Basic (B) Intermediate (I) Advanced (A)
READING COMPREHENSION:

Basic (B) Intermediate (I) Advanced (A)

WRITING SKILLS:

Basic (B) Intermediate (I) Advanced (A)

French preferred

Indigenous Language:

Required

Preferred