



IDENTIFICATION

Department	Position Title	
Business Development and Investment Corporation	Business Services and Marketing Coordinator	
Position Number	Community	Division/Region
89-17009	Yellowknife	Public Affairs, Marketing and Business Services

PURPOSE OF THE POSITION

The Business Services and Marketing Coordinator provides support for the Business Services Program, including Canada Business NWT (CBNWT), and helps manage client relationships through a customer relationship management system and direct marketing activities. This role will be instrumental in helping the BDIC as it overhauls its Business Services Program to meet business needs and help support the digital transformation of the BDIC and its clients.

The Business Services and Marketing Coordinator provides support to the Manager, Public Affairs, Marketing and Business Services and is responsible for assisting in the development and implementation of the Business Services Program, the client contact strategy and customer relationship management (CRM) system, direct marketing activities to help manage clients along the business lifecycle, and research and evaluation for the organization.

SCOPE

The BDIC is a public agency of the Government of the NWT (GNWT) and provides a range of programs and services to help northern businesses succeed. The BDIC’s mandate is to support the economic objectives of the Government of the Northwest Territories (GNWT) in a manner that benefits the people and the economy of the Northwest Territories, by:

- Encouraging the creation and development of business enterprises
- Providing financial assistance to business enterprises, either on its own or as a complement to private sector or other financing
- Directly investing in business enterprises
- Providing information to business enterprises and members of the public respecting the establishment and operation of businesses, and other business matters



The vision of the organization is to build a stronger, more resilient business sector in the Northwest Territories. Its mission is to promote business growth and diversification by providing flexible financing options and targeted financial programs and services that support businesses throughout their lifecycles.

Located in Yellowknife and reporting to the Manager, Public Affairs, Marketing and Business Services, this position will help support the BDIC's corporate objectives to support NWT businesses throughout their business lifecycles and support entrepreneur growth and sustainability through the offering of value-add business services that meet needs and supporting businesses, as well as the BDIC, in the digital transformation process. This position will help the organization become more client-focused in its programs and services and assist in managing client relationships, improving the client experience, and optimizing processes within the organization.

RESPONSIBILITIES

1. Delivers the Business Services Program in accordance with the standards established by the BDIC and its partners

- Supports the development and execution of the BDIC's Business Services strategic framework in compliance with Board of Director directions and recommendations received from the NWT Ombud
- Conducts research and gathers ideas and best practices to apply to new/enhanced business support services as part of the Business Services Program
- Supports the execution of the Business Services Program, including the Canada Business NWT (CBNWT) initiative
- Designs and develops informational content, tools, and resources for the Business Services program including the digitalization of this content
- Assists in sourcing and adopting new digital technologies for the Business Services Program to improve effectiveness, efficiencies, and/or to meet client needs
- Supports the Canada Digital Adoption Program (CDAP) with the design and development of informational content and marketing and communication campaigns and the CRM implementation with CDAP
- Supports and leverages partnerships to offer new/enhanced products and services and to promote the Business Service Program
- Helps to ensure a high-quality level of customer service in the Business Services Centre
- Supports the execution of marketing and communications for the Business Services Program including website and social media content
- Gathers client feedback and conducts evaluation of the Business Services Program
- Gathers and tracks performance measures and prepares regular reports for the



program (including CBNWT) for internal purposes and external partners including federal departments

2. Supports the development and management of customer relationships including a CRM system

- Supports the execution of the BDIC's client contact strategy
- Helps to design and develop standardized client communications, including the digitalization of applications and forms, based on the client contact strategy
- Explores and tests advanced client contact and reporting tools and applications to support the management of the organization's clients
- Assists in development and implementation of a new customer relationship system (CRM) for the organization
- Supports use and maintenance of the CRM and helps to ensure a high-quality level of prospect and client data
- Trains new staff and provides assistance to BDIC staff on the CRM
- Supports the CRM integration into the BDIC's website and designs and builds online forms

3. Executes direct marketing activities for the organization

- Plans, develops, and executes any direct mail, email, and text communications for the organization and its subsidiaries
- Explores and tests advanced digital technologies, tools, and applications to support the management of the organization's direct marketing activities
- Supports the contact centre for the organization, managing incoming contacts and inquiries into the organization and ensuring timely and quality responses
- Plans, organizes, and attends promotional events and trade shows
- Facilitates and leverages partnerships to promote and market the organization and its programs and services
- Tracks and reports performance of any direct marketing activities

4. Conducts research and evaluation

- Provides support in the development of research tools and mechanisms to gather client feedback and measure key performance indicators
- Gathers and analyzes data for programs and services
- Evaluates marketing and communication campaigns and prepares summary reports
- Conducts secondary research and environmental scans to gather ideas and best practices and shares key insights with the marketing and communications team
- Provides support on the development and execution of special research studies within the organization



5. Provides other communications support to the BDIC's Public Affairs, Marketing and Business Services team

- Supports the work of the unit by providing expert graphic design services meeting the visual identity and brand standards of the BDIC
- Provides support with marketing activities for the subsidiaries
- Supports the digital transformation of the organization by exploring and assessing new digital technologies for the organization that can improve processes and client experience
- Digitalizes content, applications, and forms to improve client experience and/or deliver organizational efficiencies
- Provides support to the Manager, Public Affairs, Marketing and Business Services as needed in the execution of the strategic marketing and communications plans

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

This position may require some travel to the communities outside of Yellowknife.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of business services and skillful in offering positive customer service
- Knowledge of marketing and communications planning and program execution
- Knowledge of digital technologies and customer relationship management systems
- Knowledge of research and evaluation
- Ability to deliver quality graphic design meeting visual identity requirements and skillful in desktop publishing
- Creative thinking and the ability to produce marketing and promotional content for a variety of channels (social media, web, photo, video)
- Oral and written communications skills
- Time management skills
- Ability to work independently on complex matters and to work effectively in teams



- Ability to manage multiple projects and deal effectively with deadlines
- Ability to build and sustain effective working relationships and interact effectively with the public, clients, partners, and departmental staff
- Ability to listen and respond positively in all situations
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

The completion of an undergraduate degree in marketing, communications, journalism, or digital technology.

Equivalent combinations of education and experience will be considered.

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: Select language

- Required
- Preferred