

## Business Development Officer

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### GENERAL DESCRIPTION

Alberta's Industrial Heartland Association (AIHA) is seeking a Business Development Officer to join the AIHA team.

### ABOUT ALBERTA'S INDUSTRIAL HEARTLAND ASSOCIATION

Alberta's Industrial Heartland (AIH) is Canada's largest hydrocarbon processing region, with 40+ companies that provide fuels, fertilizers, power, petrochemicals and more to provincial and global consumers. AIH is guided by a non-profit association of municipalities dedicated to sustainable eco-industrial development. Alberta's Industrial Heartland Association (AIHA) was created in 1998 by the municipalities who each had land within the geographic area of AIH, and currently is comprised of five members (Strathcona County, Sturgeon County, Lamont County, City of Fort Saskatchewan and City of Edmonton) and three associate members (Town of Bruderheim, Town of Redwater and Town of Gibbons).

A leading principal of AIHA is promoting responsible development within the region, which includes ensuring the region is ready for development in its infrastructure, services, and land use zoning principles. Together, the municipalities take a proactive and cooperative approach to planning and industrial development.

### MANDATE

Reporting to the Director, Business Development, the Business Development Officer will play a key role in shaping and implementing AIHA's Business Development strategy, which will include identifying marketing opportunities, leading studies and reports, planning investor hosting and ensuring professional and timely follow up to investor enquiries.

The Business Development Officer will also play a key role in liaising with key business development stakeholders including existing and potential investors, representatives from all levels of government (including federal, provincial and local governments including AIHA members) and other key industry members and groups.

### KEY ACCOUNTABILITIES

Key accountabilities include, but are not limited to:

- Taking a leading role in shaping the AIHA's Business Development strategy, guided by the overall AIHA Strategic Plan, three year business plan and annual budget;
- Lead and manage strategic projects related to investment attraction initiatives
- Leading the development of the AIHA's investor focused studies and reports. This includes developing study concepts, issuing RFPs, acting as the main point of contact for consultants and providing and coordinating feedback from AIHA colleagues;
- Assist in the planning and coordination of AIHA investor attraction events and missions, both nationally and internationally (minimal travel is associated with this position);
- Lead coordination of local investor events and play leading role in hosting investors visiting AIH
- Inform and educate potential investors on AIH attributes and competitive advantages, and provide relevant information to enquiring investors;

- Build and maintain strong relationships with key stakeholders including AIHA member municipalities, industry representatives, key Government of Alberta ministries and other organizations supportive of AIHA's investment attraction efforts;
- Participate, on the behalf of the business development team, on joint-initiatives with external stakeholders
- Provide client-focused hosting of potential investors visiting the region; and
- Steward AIHA's investor/client management systems.

### **CANDIDATE PROFILE**

The ideal candidate will have the following:

- Post-secondary education, preferably in business or an economic development/marketing-related field;
- A minimum of 7 years of experience, with a successful track record of progressively more responsibility in economic development, investor attraction and/or marketing;
- Experience in working effectively with both public sector and industry representatives;
- Strong understanding of North American energy trends and Western Canadian energy infrastructure;
- Knowledge of AIH, the companies that operate here, transportation and infrastructure assets;
- Demonstrable leadership skills that are conducive to collaboration with investors and other key stakeholders;
- Understanding of investment opportunities complimentary to the existing assets in AIH, in addition to hydrocarbon processing opportunities;
- Ability to work independently and as part of a larger investment attraction team;
- Strong understanding and proficiency in using electronic based marketing and sales tools;
- Superior written and oral communications skills;
- Strong interpersonal skills and professional attitude;
- High ethical standards with an honest, open-minded approach to working with co-workers and stakeholders; and
- This is 0.8 equivalent FTE

### **COMPENSATION**

A competitive compensation package will be provided to the successful candidate.

### **APPLICATION PROCESS**

Applications for this position will be accepted until 12:00 noon MDST on Friday, September 13, 2019.

Applications, including a cover letter and resume, and any questions that you may have, must be submitted in electronic format to:

Stacy Powell, Office Manager Alberta's Industrial Heartland Association  
stacy@industrialheartland.com