

## Senior Business Development Representative

---

### GENERAL DESCRIPTION

Alberta's Industrial Heartland Association (AIHA) is seeking a Senior Business Development Representative 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. The region is guided by a non-profit Association of municipalities dedicated to sustainable eco-industrial development.

The Association 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 the Association 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 of Business Development, the Senior Business Development Representative will play a key role in shaping and implementing AIHA's business development strategy for attracting new investment into AIH.

The Senior Business Development Representative will liaise with leading business development stakeholders, including existing and potential investors, representatives from the Canadian energy industry, representatives from all levels of government, and other related stakeholders.

### KEY ACCOUNTABILITIES

Key accountabilities include, but are not limited to:

- Developing, executing, and monitoring marketing strategies which target high potential investors in the value-added energy processing industry
- Identifying, engaging, and pursuing potential investors to promote AIH as a jurisdiction for investment
- Working with potential investors through all stages of project development, demonstrating expertise on key factors relevant to developing projects in AIH
- Building and maintaining strong relationships with key stakeholders including AIHA member municipalities, industry representatives, key Government of Alberta departments, and other organizations supportive of AIHA's investment attraction efforts
- Planning, leading, and participating in domestic and international investor attraction missions (extensive travel is required)
- Understanding and monitoring key market dynamics relevant to potential investors and other stakeholders
- Organizing and providing client-focused hosting for investors visiting the region

- Collaboratively working with the business development team to identify information gaps and coordinating, participating in, and managing required research and studies

## **CANDIDATE PROFILE**

The ideal candidate will have the following:

- Post-secondary education, preferably in business, economics, engineering, marketing, or other related fields
- A minimum of 10 years of relevant experience, with a successful track record of progressively more responsibility in economic development, business development and/or marketing
- Superior written and oral communication skills with an ability to persuasively present the advantages of AIH as an investment jurisdiction
- Strong understanding of the North American energy industry, with demonstrated knowledge of the Western Canadian natural gas, natural gas liquids and petrochemical industry
- Strong understanding of the AIH region and companies that operate within
- Demonstrated understanding of chemical/petrochemical investment opportunities in Alberta, regional competitive advantages, and investment opportunities complimentary to the existing assets in AIH
- Experience working effectively with both the public and private sector
- Leadership skills that are conducive to collaboration with investors and other key stakeholders
- Ability to work independently and as an integrated part of a larger business development team
- Proficiency in using electronic based marketing and sales tools
- Excellent people skills and professional attitude
- High ethical standards with an honest, open-minded approach to working with co-workers and stakeholders
- Ability to travel domestically and internationally for extended periods of time as required

## **COMPENSATION**

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

## **APPLICATION PROCESS**

Applications for this position will be accepted until noon MST on November 20, 2020.

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](mailto:stacy@industrialheartland.com)