



Community Futures Peterborough

Entrepreneurship Officer, Business Advisory Centre

POSITION SUMMARY

Reporting to the BAC Manager, the Entrepreneurship Officer provides administrative support and frontline services for the Business Advisory Centre (BAC), one of 54 Small Business Enterprise Centres in Ontario funded by the Ministry of Economic Development, Job Creation and Trade (MEDJCT). The Entrepreneurship Officer assists the BAC Manager in meeting the guidelines set out by the MEDJCT to support new entrepreneurs and small businesses within the region. Playing a critical supporting role, this position also ensures the efficient delivery of frontline services and administrative duties for the daily operations of the BAC.

The incumbent will support the Manager to ensure the successful delivery of the Starter Company Plus program, and Summer Company program, as well as ensure all BAC Core Services are met through advisory services to BAC clients. The incumbent will also support the coordination of all marketing and reports required by the Province.

The expected outcomes of this role are to meet the obligations of the Agreement with MEDJCT, as well as Community Futures Peterborough Board of Director objectives by supporting community economic development, job creation, and business development in the City and County of Peterborough.

RESPONSIBILITIES

1.0 ADMINISTRATION AND ENTREPRENEURIAL SUPPORT

65%

- Support the BAC to meet MEDJCT deliverables by providing the first point of contact and strong customer service for entrepreneurs.
- Assist and direct initial inquiries to BAC programs, startup services, or relevant entrepreneurial ecosystem information.
- Follow up on general inquiries to determine the next steps and identify any challenges or opportunities to be addressed.
- Research small business trends that may impact small businesses and the regional economy.
- Compile client feedback from consultations and programs to establish records and models related to marketing effectiveness, satisfaction levels for services provided, and opportunities/challenges being faced by clients.
- Evaluate data from the MEDJCT and other Provincial sources regarding trends in entrepreneurship.
- Support the development of BAC resources and tools, online modules, and print/digital materials as required.
- Provide BAC event and workshop support including event coordination, set-up, tear-down, graphic creation, virtual meeting creation, Eventbrite, and registration.

- Provide support services as required for the Manager in the delivery of programs.
- Assist in processing Client Agreements along with associated financial forms and program documentation (when required) to ensure program payment is received and reporting is accurately tracked.
- Support the rollout of the annual marketing and communications plan, presentations, website, publications, etc.
- Share news with SBEC Ontario members, and post questions and client inquiries in the SBEC Ontario Slack channel as required on behalf of BAC.
- Manage client data, including but not limited to:
 - Track client interactions and contact information/profile information in the CRM system following inquiries and consultations.
 - Track follow-up information post workshops and programs.
 - Track data and information for quarterly reports.
 - Log monthly Enterprise Centre Reporting (ECR) data for the Ministry.
 - Create and provide regular updates to client profiles and data.
- Conform to all CFP Corporate policies and procedures as well as internal tracking systems.
- Other duties as required.

2.0 MARKETING AND COMMUNICATIONS

15%

- Support the BAC in new content creation for social media including content creation, reels, social media engagement, re-sharing from corporate partners, and creating basic BAC content using pre-approved corporate social media templates.
- Follow businesses to monitor the progress of startups and provide follow-up support. Listen and identify good news stories for sharing across social media platforms and internally.
- Celebrate client wins and provide encouragement and engagement on behalf of BAC/CFP on social media platforms.
- Other duties as required.

3.0 YOUTH ENTREPRENEURSHIP PROGRAMMING

10%

- Support the delivery of Youth Entrepreneurship Programming, meeting the requirements of the MEDJCT, including the Summer Company Program.
 - Coordinate the recruitment and selection process of program participants.
 - Promote the program and its participants within the region through tradeshow, traditional media, and social media channels.
 - Develop and coordinate participant training for the program.
 - Complete site visits with each participant.
 - Track and process expenditures related to the program and submit required documentation, analysis, reports, and information to MEDJCT.
 - Develop and implement presentations regarding the program to regional organizations and educational institutions.
 - Other duties as assigned.
-

4.0 COMMUNITY OUTREACH

10%

- In partnership with the Manager, represent the BAC at partner events and workshops hosted by external organizations.
- Identify and develop a list of community mentors and experts to support BAC clients.

5.0 KNOWLEDGE, TRAINING AND QUALIFICATIONS

The incumbent must have proficient knowledge of the following (or the willingness and ability to obtain):

- Diploma or post-secondary degree in Business Administration, Marketing, Economics, or other relevant post-secondary education.
- Demonstrated ability to develop marketing materials.
- Extensive understanding of social media platforms (Instagram, Facebook, LinkedIn) is required.
- Competent computer skills, with a solid understanding of Microsoft Teams, Outlook, Excel, and other MS Office products are required.
- Previous experience with WordPress for website updates is desirable.
- Above-average keyboarding skills and the ability to create PowerPoint presentations are necessary.
- Experience using a Customer Relation Management System or similar experience with data entry is an asset.
- Valid Class G driver's license.

6.0 SKILLS AND COMPETENCIES

- Sense of tact and confidentiality
- Sense of cultural awareness and sensitivity
- Strong sense of honesty and integrity
- Public relations and customer service acumen
- Analytical, problem-solving, and decision-making skills
- Ability to work independently as well as part of a team
- Visual and mental concentration to multitask
- Strong oral and written communication skills
- Exceptional attention to detail
- Ability to prioritize tasks
- Strong negotiation skills and a sense of diplomacy
- Ability to deal with frequent interruptions and competing priorities
- Time management skills and ability to work under deadlines/stress

Please note: The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be considered a conclusive description of all work required in the position. This job description may be subject to change to meet organizational or operational requirements.

