



POSITION DESCRIPTION

Position Title: **Business Development Coordinator**

Division: **Community Development**

Classification: **Program Coordinator Extension Services 1** Supervisor's Title: **Dean Community Development**

POSITION SUMMARY

Reporting to the Dean of Community Development, the Business Development Coordinator is responsible for driving program growth by generating new leads through proactive outreach and engagement. This position is focused on developing partnerships that enhance the College's capacity and expand its impact across the province.

The Business Development Coordinator will strategically position the College to remain top of mind within key communities and sectors, while ensuring timely, professional responses to external inquiries. The Coordinator will work collaboratively with internal stakeholders and externally with partners, funders, and community organizations.

RESPONSIBILITIES AND ACCOUNTABILITIES

Strategic growth and program development:

- Contribute to the development of strategic and mid-range growth plans.
- Generate new leads by attending meetings, events, and networking opportunities, spending significant time building community presence.
- Prepare and deliver professional presentations to promote partnership opportunities with the College.
- Identify and cultivate strategic funding sources to expand financial support for programming.
- Develop proposals, quotes, and customized solutions for potential clients and partners.
- Network with potential funding agencies and foster long-term relationships.
- Actively participate in College-wide meetings and initiatives.

Budget management of programs:

- Develop proposal budgets/IDENTS aligned with operating margin targets as established with the Dean.
- Analyze financial data and adjust plans or budgets as required to ensure fiscal responsibility.

Program development:

- Collaborate with academic Schools to develop new courses and programs that meet community needs.
- Facilitate the customization of programs and courses for specialized training initiatives.

Marketing and Communications:

- Coordinate with Communications and Marketing teams to develop targeted marketing materials and outreach strategies.
- Liaise with media as required to promote programs and partnerships.
- Implement and manage social media strategies and campaigns in coordination with Communications.
- Monitor trends and best practices in social media marketing to enhance engagement.

RESPONSIBILITIES AND ACCOUNTABILITIES

Community and Industry Liaison:

- Build and maintain strong relationships with industry, community organizations, and funding agencies to identify contract training and partnership opportunities.
- Engage with advisory committees where appropriate.
- Attend and contribute to team meetings and cross-departmental initiatives.

Administration and Other:

- Work closely with Finance and Human Resources to ensure all proposals comply with College policies.
- Maintain accurate records, reports, and documentation as required.
- Manage purchasing activities related to program equipment and materials to maintain safe, organized learning environments.

KEY RELATIONSHIPS (attach relevant organizational chart(s))

Staff Positions Directly Supervised	0
Staff Positions Indirectly Supervised	0

Decision Making and Accountability

Matters to Refer to Dean or designate:

- Relationship concerns with communities.
- Funding opportunities and challenges.
- Requests for new programs or changes to existing programs.
- Budget adjustments.
- Negative reviews or feedback from external stakeholders.

Decisions Made Independently:

- Identifying and pursuing funding opportunities.
- Developing and maintaining strategic relationships.
- Meeting with clients for relationship and project management.
- Responding proactively to emerging issues.

Direction is provided through regular meetings, feedback sessions, and performance reviews. The incumbent is expected to exercise a high degree of independence in daily activities and consult with the Dean (or designate) on matters impacting policy, departmental direction, or significant program development.

KNOWLEDGE, SKILLS, ABILITIES, OTHER

- Degree in relevant field (example: Education, Business, or may consider other relevant education and experience)
- Demonstrated entrepreneurial mindset with experience in business development, stakeholder engagement, and proposal writing.
- Proven success in cultivating and managing stakeholder relationships.
- Strong cross-cultural competencies, with the ability to build trust with Indigenous and diverse communities.

KNOWLEDGE, SKILLS, ABILITIES, OTHER

- Deep understanding of the education and training environment within Manitoba.
- Ability to reliably interpret and apply College policies and procedures.
- Superior oral, written, analytical, and technical communication skills.
- Strong problem-solving, organizational, and planning abilities.
- Proficiency in project management and the ability to manage multiple priorities simultaneously.

OTHER COMMENTS

This role requires creativity, strategic thinking, and strong project management capabilities. The Business Development Coordinator will play a critical role in building and expanding the College's offerings to help achieve its long-term strategic objectives.

Employee's Signature

Date

Supervisor's Signature

Date