



Glengarry Inter-Agency Group

JOB POSTING

Business Development and Communications Specialist

Salary: \$27.00 per hour / 37.5 hour week Permanent Position

Location: Alexandria, Ontario

The Business Development and Communications Specialist is dual-focused role responsible for:

- Building and nurturing business and client relationships, promoting employment services and funding opportunities. The Business Development Specialist will work closely with businesses to deliver customized workforce solutions;
- Promoting the agency's services and elevating its brand presence through effective communication strategies.

This position requires a proactive, results-driven individual with strong interpersonal skills to engage clients, promote services, and position the agency as a trusted partner in workforce solutions.

A vehicle and valid driver's class G license **are required** for this position.

A full description for this position, including the skills and knowledge required, can be found on our website at <https://giag.ca/careers/>.

To apply please submit your resume and cover letter **by 12 (noon) on February 7, 2025** to:

Maxine LeBlanc-Byham
Program Manager
Integrated Employment Services
Glengarry Inter Agency Group
Email: mleblanc-byham@giag.ca

We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.

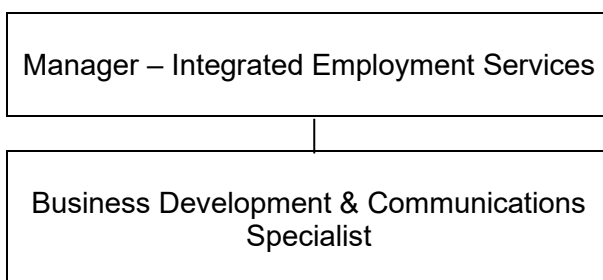
The Glengarry Inter-Agency Group (GIAG) is an Equal Opportunity Employer. GIAG will endeavour to accommodate a candidate in all parts of the hiring process. Applicants need to make their needs known in advance.

JOB DESCRIPTION



Job Title: Business Development and Communications Specialist	Department: Employment Services
Date Prepared: January 2025	Prepared by: Manager – Integrated Employment Services

Organizational Relationship



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Business Development:

- Identify and develop relationships with potential clients across industries in Stormont, Dundas and Glengarry through networking, cold outreach, and industry events.
- Refer clients' employment requirements to the agency's Employment Consultants in order to present customized staffing solutions that respond to the clients' needs.
- Present subsidies and funding opportunities for training, support, and placement opportunities.
- Collaborate with internal teams to ensure seamless service delivery for the clients.
- Assist with the development and delivery of career-oriented and employment retention workshops.
- Track and analyze business development activities to evaluate effectiveness and provide regular reports to the Program Manager on progression, challenges and opportunities.

Communications and Marketing:

- Develop and implement communication strategies to promote the agency's services.
- Develop compelling written and visual content for the agency's website, social media, newsletters, and marketing materials
- Manage the agency's online presence, including website updates and social media profiles.
- Coordinate events, webinars, and other initiatives to strengthen brand awareness.
- Write and distribute press releases, articles, and announcements to highlight agency achievements and initiatives.
- Maintain an editorial calendar to ensure consistent messaging and timely updates.
- Analyze the performance of campaigns and provide recommendations for improvement.
- Assist with the general promotion of GIAG Integrated Employment Services

Job Title: **Business Development and Communications Specialist**

Department: **Integrated Employment Services**

Essential Duties and Responsibilities

	% of time
<p>1. Community / Employer Based</p> <ul style="list-style-type: none">• Research, develop and maintain a database of employers in a variety of private and public industries identifying their employment needs through cold calls and in person;• Advise employers on employment opportunities, and assist with the completion of applications for funding and subsidies that are available through the Agency;• Meet with community partners to promote agency programs/services;• Initiate/participate in discussions to meet identified labour market demands;• Be an ambassador for the promotion of GIAG Integrated Employment Services.	(60%)
<p>2. Client Based</p> <ul style="list-style-type: none">• Liaise with other Employment Consultants to ensure business clients receive full service;• Collect labour market information to help clients be aware of opening/skills requirements.	(10%)
<p>3. Administrative</p> <ul style="list-style-type: none">• Maintain accurate client case notes/data;• Track and manage employer incentive and workplace supports budgets as assigned through partner contracts, ensuring full expenditure of funding;• Ensure timely responsiveness to business clients' need and perform follow up calls or visits as scheduled;• Conduct surveys with all outgoing clients.	(20%)
<p>4. Teamwork</p> <ul style="list-style-type: none">• Participate in:<ul style="list-style-type: none">○ case conferences: work towards best solution for each client using all staff skills and programs;○ evaluation of programs and services;○ community based business groups/associations as deemed advisable by the Manager;○ special projects according to skills and interests;• Act as back up during the absence of any staff member for employment consulting or general inquiries as needed;• Collaborate on client files: application submission review.	(10%)

Job Title: Business Development and Communications Specialist	Department Employment Services
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Job Specifications

REQUIREMENTS (Education and other)

- University degree or college diploma in Marketing, Communications, Social Services, or Humanities or equivalent work experience.
- Be computer literate and experienced with word processing software and spreadsheets
- Bilingualism is required – English and French written and oral

COMPLEXITY/ANALYSES

The successful candidate will:

- Manage a large client base, recognize clients' individual needs and present employment and business-based solutions in response to these needs.
- Promote Integrated Employment Services programs including permanent, part-time, and cooperative placements, funding for training, support funding and all other services as may arise.
- Promote the agency through Integrated Employment Services postings on social media and other communications platforms according to the Communications Plan.
- Meet internal and external partner targets according to each program.

DIRECTION RECEIVED

The successful candidate will:

- Receive direction from the Program Manager.
- Work independently with clients, receiving direction from different Ministries according to the programs available and internal program delivery guidelines.
- Will prepare reports for review by the Program Manager. Program targets are set by the different Ministries for each particular program as well as internal targets for the agency. As part of the contracts the successful candidate.

DECISION MAKING

Candidate will make decisions concerning direction suggested to clients following discussions. These decisions may impact client success as far as their ability to access funding and workforce. All the while keeping the program manager informed on file progress.

ACCOUNTABILITY

Prime: keeping detailed accurate and comprehensive case notes on each client and assisting clients to complete paperwork/applications for funding or workforce access and costs associated with each program.

Shared: decisions on difficult cases involving businesses having challenges with understaffing, workforce retention and training.

Minimal: accountability for cost/revenue, work done by others.

Job Title: Business Development and Communications Specialist	Department: Employment Services
Job Specifications	
<p>RELATIONSHIPS</p> <p>Consultant will meet an average of three businesses per week.</p> <p>Develop and maintain relationships with businesses and stakeholders in SDG as part of generating and managing client referrals.</p> <p>Participation in leading workshops, weekly attendance at meetings with Integrated Employment Services colleagues to discuss cases, workplace issues and performance goals.</p> <p>Monthly meetings with community partners to learn about their services, share information and have case conferences on common clients.</p> <p>May be required to attend annual meetings with full GIAG staff and Board of Directors.</p> <p>Regular meetings with Manager for performance evaluation.</p>	
<p>COORDINATION</p> <p>Work within an overall office schedule to book meetings with business clients, arrange internal meetings in conjunction with applicable team members, be available for team meetings.</p> <p>Coordinate on-site visits with businesses to communicate information on available programs.</p> <p>Contribute to monthly individual and team Key Performance Indicators while managing the workload through prioritization and effective time management.</p>	
<p>FINANCIAL IMPLICATIONS</p> <p>Responsible for subsidies from different Ministries as well as balancing individual clients' funding budgets.</p> <p>Prepare progress or Quarterly reports for review by Manager</p>	
<p>SUPERVISION/MANAGEMENT</p> <p>May supervise placement students.</p>	
<p>WORKING CONDITIONS</p> <p>Office environment</p> <p>Work hours 8:30 am to 4:00 pm</p> <p>Occasional evening meeting, and travel to workshops or trade shows</p> <p>Working out of Alexandria Office</p>	