

## Job Description

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<b>Job Title:</b>	Coordinator, Business Development
<b>Department:</b>	Food Services
<b>Reports To:</b>	Director, Food Services
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	November 2018

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### **Primary Purpose**

Engage in strong, proactive business development activities to identify and establish new internal and external relationships and maintain existing relationships with key stakeholders. Organize, plan, and executes business development initiatives and strategy to achieve department goals.

### **Key Accountabilities**

#### **Relationship/Partnership Development and Maintenance**

- Develop and facilitate productive relationships and strategic partnerships with internal and external stakeholders.
- Lead in the identification and pursuit of partner opportunities for the department externally and internally.
- Proactively target and develop tactics for growing opportunities on and off campus.
- Recommend partnership development by studying and understanding integration of partner goals with those of the department.
- Organize meetings and events to promote department capability with potential partners.
- Actively participate in committees including Product Improvement, Marketing Insights and Housing with a business development perspective.
- Liaise with the Marketing and Communications team, to ensure that updates about business development activities in the Department is disseminated to as wide an audience as possible.

#### **Business and Strategy Development**

- Promote Catering and Event Services by providing multiple learning opportunities such as presentations and literature to potential clients on and off campus.
- Participate in business planning to establish department goals and priorities, identify customer needs and business opportunities, and define program requirements needed to achieve targets.
- Plan and execute opportunities for increased growth with watcard partnerships off campus.
- Evaluate current meal plan structure and develop strategy for increasing all meal plan purchases
- Plan and implement branding and loyalty program for Mobile Pay App.
- Increasing departmental awareness by strategically implementing farm-to-campus fresh branding.
- Re-design the Food Services website to ensure relevant and consistent information is provided.
- Work with the Marketing and Communications team to develop marketing and promotion materials.

#### **Market Research and Analytics**

- Analyze potential opportunities by conducting research; studying benchmarks; and identifying missed target audiences. Provide guidance and recommendations to the Director, Food Services on opportunities for growth.
- Maintain a familiarity with trends in food services and higher education.

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- Monitor and report on performance of initiatives; measure effectiveness of business development strategies. Perform administrative functions for the Product Improvement Committee.
- Assess strategies and activities periodically to ensure they remain in line with department goals and priorities.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

### **Required Qualifications**

#### **Education**

- A University Degree in Business Administration, Marketing or equivalent education and work related experience.

#### **Experience**

- 5+ years of demonstrated Business Development experience required.
- Experience with web design and content management using Drupal or WCMS would be an asset.

#### **Knowledge/Skills/Abilities**

- Strategic thinking, superior customer service skills, team leadership, interpersonal, organizational and communication skills is required.
- A high degree of professionalism, sound judgement, patience and confidentiality is required.
- Familiarity with University policies and procedures and of the department is essential to providing effective service.
- Strong project- and time-management, attention-to-detail, and problem-solving skills is required.
- Ability and confidence to communicate effectively with a wide range of key stakeholders
- Excellent interpersonal, diplomatic and negotiation skills.
- Ability to interact effectively with a wide variety of people at all levels in organizations.

### **Nature and Scope**

- **Contacts:** Internally communicates with members of the University community to deal with, influence and motivate others. Externally deals with, influences and motivates customers, suppliers, vendors, and liaise with professional network.
- **Level of Responsibility:** Manages a specialized function within the department and is responsible for the work within that area of responsibility to support operations.
- **Decision-Making Authority:** Makes timely, independent and diverse decisions based on general guidelines and directives. Requires flexibility in decision-making, responding to changing priorities and competing demands.
- **Physical and Sensory Demands:** Minimal physical demands typical of an administrative position operating within an office environment. Some travel to offsite locations required.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of an administrative position, moderate exposure to stress and pressure.