



****PLEASE NOTE THAT YOUR APPLICATION MUST INCLUDE A COVER LETTER TO BE CONSIDERED FOR THIS POSITION.**

PEI Business Women's Association Business Development and Membership Officer

Come join the PEI Business Women's Association as our new Business Development and Membership Officer as we celebrate our 30th anniversary supporting women in business on PEI!

Reporting to the Director of the Rural Women's Business Centre, you will build PEIBWA membership in a variety of sectors including women in trades, technology, and STEM fields; students; newcomers; indigenous women, women with disabilities; and women in rural areas. You will identify needs in the business community and work to fill gaps in service by developing and coordinating workshops and delivering business advisory services to serve PEIBWA members across the Island.

We are seeking a professional, energetic and qualified team player for this role. Based in our Montague office, this is a full-time position.

The salary range is \$55,000 to \$60,000 annually. You will receive four weeks vacation annually, plus Christmas until New Year's Day paid time off. You are eligible for 15 days sick time per year and can participate in PEIBWA's group medical and dental benefits paid 100% by PEIBWA.

These are the responsibilities of this position:

1. Staff the PEIBWA office in Montague and expand PEIBWA's presence in Kings County.

2. Assess PEIBWA's membership base and develop a comprehensive membership growth plan to diversify and grow membership.
3. Identify business needs within the community and work with a team to develop resources. Host coffee chat sessions and networking mixers. Create and/or coordinate training workshops.
4. Coordinate and deliver Business Advisory services to PEIBWA members across the Island (virtually and in person) related to business startup, business planning, financial management, sales, marketing, and other business functions. Connect women in business with resources that will support their business goals.
5. Collect and document business growth metrics and client notes from participants for follow-up and client success tracking.
6. Travel throughout the province (mileage provided) to connect with members and potential members, PEIBWA and external meetings, and events and workshops within the community. Follow up with prospective members. Extended hours of work will be required periodically.
7. Develop and promote a series of member benefits with consistent marketing and branding. Introduce new benefits.
8. Promote communication with members using the Wild Apricot customer relationship management system and other communication tools.
9. Manage an effective database system.
10. Other duties as assigned by the Chief Executive Officer.

Formal Education and Experience:

1. Experience as an entrepreneur and/or managing a business.
2. Degree in business or a relevant field of study - or equivalent work experience.
3. Experience in entrepreneurship counseling.
4. Understanding of the challenges experienced by women business owners and professionals, including those in underserved groups.
5. Familiarity with customer relationship management (CRM) systems is preferred. Experience with Wild Apricot is considered an asset.
6. Work in a self-directed environment, take initiative, and represent the organization professionally. Able to manage multiple responsibilities and prioritize tasks.
7. Get along with supervisors and co-workers, respect the leadership of the organization, work harmoniously as part of a team, and deal effectively with situations that involve attitudes, opinions and feelings of others.
8. Ability to communicate effectively both orally and in writing; intermediate computer skills, maintaining client records, preparing presentations, and producing handout materials.

9. Bilingualism (an asset).

This position will be based in the PEIBWA Kings County office four days per week with one day in the Charlottetown office.

Qualified applicants should forward an electronic resume and cover letter to Margaret Magner, Chief Executive Officer, PEI Business Women's Association at office@peibwa.org with "Business Development and Membership Officer" in the subject line.

DEADLINE FOR APPLICATIONS IS FRIDAY, OCTOBER 27, 2023 at 4:00pm.

Thank you to all that apply; however, only those that are selected for an interview will be contacted.