



****PLEASE INCLUDE A COVER LETTER WITH YOUR RESUME TO BE CONSIDERED FOR THIS POSITION.**

PEI Business Women's Association Business Development and Membership Officer

Join the PEI Business Women's Association team as our new Business Development and Membership Officer! You will develop and coordinate a business advisory program to better serve our PEIBWA members across the Island. 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 also help us grow our presence and resources in Kings County.

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 annually. You can participate in PEIBWA's group medical and dental benefits paid 100 % by PEIBWA.

Reporting to the Director, these are the responsibilities of this position:

1. Staff the PEIBWA office in Kings County at least two days per week (mileage provided) and build PEIBWA resources there.
2. Assess PEIBWA's membership base and develop a membership growth plan.
3. Identify and respond to the business needs of PEIBWA members and grow membership.
4. Attend PEIBWA and external meetings, events and workshops to network with members and potential members – including the PEIBWA Symposium and AGM, workshops, and networking mixers – and follow up with prospective members.
5. Develop and promote a series of new member benefits with consistent marketing and branding.
6. Promote better communication with members using the Wild Apricot customer relationship management system (training is available) and other communication tools.

7. Create a Business Development Advisory Program to identify the challenges of business ownership and management, and deliver customized results.
8. Coordinate and deliver Business Advisory services to PEIBWA members across the Island (virtually and in person) related to business planning, financial management, sales and revenue growth, marketing, exporting, and other business functions.
9. Collect and document business growth metrics and client notes from participants for follow-up and client success tracking.
10. Manage an effective database system.
11. Some travel throughout the province at times (mileage provided) and extended hours of work will be required.
12. Other duties as required by the Director and Chief Executive Officer.

Formal Education and Experience:

1. Experience managing a business.
2. Degree in business or a relevant field of study - or equivalent work experience.
3. Experience in entrepreneurship counseling.
4. Experience in managing resources.
5. Understanding of the challenges experienced by women business owners and professionals, including those in underserved groups.
6. Familiarity with a customer relationship management (CRM) system is preferred. Experience using Wild Apricot (an asset). Training is available.
7. Work in a self-directed environment, take initiative, and represent the organization professionally.
8. 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.
9. Ability to communicate effectively both orally and in writing; essential computer skills for word processing, maintaining client records, preparing presentations, and producing handout materials.
10. Bilingualism (an asset).

This position will be based in the PEIBWA Kings County office at least two days per week with additional time spent at the Charlottetown and Central Bedeque offices. The Officer will be expected to travel throughout the province at times (mileage provided) and extended hours of work may be required. Other duties may be assigned by the Director or Chief Executive Officer. .

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

DEADLINE FOR APPLICATIONS IS FRIDAY, JUNE 3, 2022.

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

