



POSITION VACANCY

The City of Niagara Falls is a dynamic and internationally renowned city with a prosperous business community and economic foundation anchored by tourism, manufacturing, retail and knowledge-based sectors. Located at one of the natural wonders of the world and in the heart North America's most affluent consumer markets, we are linked to the world by extensive road, rail, air, water and telecommunication networks. With over 14 million visitors a year and a growing resident population of over 95,000, we invite you to discover why Niagara Falls is a premier place to live, work, and play.

Call Number:	2024 - 69
Position:	Small Business Advisor
Type of Vacancy:	One (1) Year Contract
Division:	Business Development
Location:	City Hall (4310 Queen Street, Niagara Falls)
Work Schedule:	Monday to Friday, 8:30 am to 4:30 pm plus some evening hours (35-hour work week)
Salary/Wage Range:	\$63,747 to \$79,684
Date Posted:	July 10, 2024
Closing Date:	July 31, 2024 4:00 pm

Further details on this position are attached.

To apply, please submit a cover letter and resume via www.niagarafalls.ca/jobs

Applications must be submitted online and will be accepted until
4:00 pm on July 31, 2024

The City of Niagara Falls is dedicated in creating an accessible and inclusive organization and fostering a workplace culture which reflects the diverse nature of the residents we serve. In accordance with the Accessibility of Ontarians with Disabilities Act (AODA), the City will accommodate the individual needs of candidates with disabilities throughout the recruitment process. Please feel free to contact us at HRDepartment@niagarafalls.ca or 905-356-7521. Personal information is collected under the authority of The Municipal Act and will only be used to determine suitability for this position.

We thank all applicants for their interest, but only those advancing through the selection process will be contacted.

CITY OF NIAGARA FALLS POSITION DESCRIPTION

This description reflects the general details considered necessary to describe the principle functions of the position identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

POSITION TITLE: **Small Business Advisor**

POSITION SUMMARY: Supports the Small Business Enterprise Centre (SBEC) by providing entrepreneurs with advice and information to start and grow a business. The Small Business Advisor will be responsible for the SBEC in the absence of the Small Business Consultant in addition to his/her duties.

DIVISION / DEPARTMENT: Business Development

RESPONSIBLE TO: Small Business Consultant

EQUIPMENT AND TOOLS USED: General office equipment and computer applications.

WORKING CONDITIONS: Standard office environment. Some evening hours required.

RESPONSIBLE FOR:

1. Conduct one-on-one consultations with new and existing business owners and act as a knowledge broker of information on business planning, marketing strategies, sources of business funding and other related topics.
2. Assist clients with navigating business compliance requirements by conducting research on rules, regulations and policies related to starting and operating a business.
3. Provide one-on-one assistance with using the Ontario Business Registry to complete online business name registration.
4. Manage the coordination and facilitation of entrepreneurship programs (i.e. Summer Company, Starter Company Plus) including applicant recruitment, mentor recruitment and program administration.
5. Act as a first point of contact for SBEC clients and triage their inquiries by answering questions, scheduling consultations, or referring them to partner organizations.
6. Develop content and slide decks for seminars on various business topics and deliver presentations to groups of new and/or existing entrepreneurs.
7. Assist clients with completing the required information for business loan applications such as business plans, start-up budgets, cash flow and income statement projections.
8. Acquire key performance indicator data on economic outcomes and ensure data entries are maintained within the Customer Relationship Management system.
9. Develop and manage a client follow up program and analyse client progress and trends.
10. Liaise with partners within the entrepreneurship eco-system including lenders, innovation centres, colleges/universities, employment support services, chambers of commerce and others.
11. Assist with planning and implementing marketing strategies for the SBEC to promote core

services and entrepreneurship programs (e.g., social media posts, digital marketing, newsletters, etc.)

12. Assist with general office duties such as creating information packages, greeting clients, setting up trade show booths and fulfilling other duties as required.

POSITION REQUIREMENTS:

- Post-Secondary Degree/Diploma in Business or related discipline.
- Excellent written and verbal communication skills; strong research and analytical skills in order to source credible and current information.
- Demonstrated ability to use effective interpersonal and relationship management skills in order to serve a diverse range of clients.
- Knowledge of business fundamentals (i.e. business planning, sales and marketing strategies, accounting, etc.) and the regulatory framework for business start-ups and expansion.
- Demonstrated ability to prepare visual presentations and speak in front of groups of people.
- Above average proficiency in using digital marketing platforms (i.e. social media, MailChimp) is preferred.
- Ability to multi-task effectively, working on several projects simultaneously and managing timelines.