

YUKON UNIVERSITY
POSITION DESCRIPTION

PART I - IDENTIFYING DATA

Position Number: new **Headquarters:** Whitehorse
Position Title: Business Initiatives Officer
Supervisor's Name: Lauren Manekin Beille **Supervisor's Title:** Department Head, Innovation and Entrepreneurship Centre
Division: Continuing Studies **Incumbent:**
Date Description Completed: February 24, 2021

PART II - SUMMARY (broad statement of why position exists)

Yukon University's Innovation and Entrepreneurship (I&E) Centre believes in unleashing the innovator and entrepreneur in Yukoners by promoting, developing, funding and servicing the advancement of Yukon innovations and businesses.

Reporting to the Department Head, Innovation and Entrepreneurship Centre and working closely with the rest of the I&E team, the Business Initiatives Officer will be accountable for the successful co-development, implementation and delivery of entrepreneurial programs to build the capacity of early to mid-stage innovators and entrepreneurs. This position will direct the delivery of 2-3 signature programs annually including I&E's brand-new, territory-wide Summer Biz School, while also training and managing additional program delivery contractors as required for additional programs and custom engagements. The incumbent will be responsible for organizing and executing I&E's new educational programming, and other business growth and scaling programs to support entrepreneurs and innovators at various phases of their enterprise development. Furthermore, they will have a leading role in the development of mentorship networks and bespoke mentor matching across programs in the territory and ensure a strong presence for I&E in the broader local, national and international entrepreneurial ecosystem. This position will be hands on in creating a collaborative, multidisciplinary and engaging space with robust entrepreneurship and innovation programming for territorial and national companies and students to develop and scale their ideas and/or established businesses. The incumbent is responsible for ensuring exceptional programming aimed at helping businesses, students and the greater community to engage with and in innovation and entrepreneurship and to ensure close collaboration with the larger entrepreneurial and innovation ecosystem to ensure promising Yukon ideas and entrepreneurs can achieve their entrepreneurial potential.

A. Duties and Responsibilities

1. Major Function - the most important activity or responsibility required (describe what is done, why it is done, and how it is done):

Business Programming:

- Works with the Strategic Projects Officer(s) to conceptualize and develop business programming that meets the needs of constituents at YukonU, in I&E programs and territorial partners.
- Lead in the delivery and management of Summer Biz School, Yukon's investment culture, and other key new and mandated programs including liaising with key partners.
- Advocate and advise the Department Head and Strategic Projects Officer(s) about potential venture growth activities to complement existing ecosystem activities.
- Responsible for direct content delivery of business programming in Whitehorse and across the Territory as required and in collaboration with other YukonU departments and partner organizations.

- Responsible for developing a culture of entrepreneurship within YukonU and throughout the territory by leading in the instigation, delivery and expansion of funder mandated ecosystem gap filling offerings (courses, workshops, partnerships, etc.) to grow Yukon's innovation and entrepreneurship economy.
- With the Strategic Projects Officer, develops education and training programming including fee for service and BBA educational content. Strategizes with the Department Head on terms of proposals with funders and other relevant agencies.

Program Management and Operations:

- Responsible for planning of recruitment process(es), participant identification, selection and intake processes across I&E's entrepreneurial programs with support of Department Head and Strategic Projects Officer.
- Lead stakeholders and partners via regular updates, check ins and evaluations, and likewise to ensure alignment and integration of YukonU activities within the larger network and opportunities.
- Support the IncubateNorth program team to identify and operate all programs that will enable Incubation participants to receive support as needed in areas of business growth including networking, mentor matching, pitching, human resources, legal, finance/sustainability, marketing, branding and communication, and will take the form of mentorship introductions, incubator workshops, meet-ups, lectures, pitch sessions, and collision events.
- Act as lead for I&E partner-related activities and events such as project work, events, networking groups, programming, peer-to-peer collaboration, mentorship and visitors, and utilizing NorthLight's and YukonU's infrastructure.
Participate in the I&E Advisory Council and other committees as appropriate.

Outreach & Engagement:

- With the I&E team, contribute meaningfully to embedding diversity, equity and inclusion priorities into all I&E business program offerings.
- Serve as the primary contact for YukonU faculties and staff, and community economic development partners across the territory and provide support, expertise, and access to resources to grow I&E's impact across Yukon.
- Engage with entrepreneurs, existing businesses, post-secondary institutions, innovation hubs, etc. to determine strategic opportunities to expand and diversify the participant pipeline for I&E.
- Lead in the cultivation, recruitment, and management of program mentors, high-profile Entrepreneurs in Residence, partners, guest speakers, facilitators and other program supporters to ensure strategic alignment with I&E programs and outcomes.
- Instigate, coordinate, and manage I&E's participation in the local and national start-up ecosystems. This would include activities such as attending events, building relationships with key stakeholders, speaking on behalf of I&E at relevant opportunities, and relaying key trends and opportunities back to the I&E team.
- May promote YukonU, the I&E team, and larger startup ecosystem in Yukon at home and abroad by participating in conferences, giving talks or guest lectures, and taking part in appropriate networking and partnership building events, when appropriate.
- Responsible for facilitating the delivery of information to YukonU Marketing team for effective promotion, recruitment, storytelling, awareness raising, etc.

Performs other related duties as required.

Approximate percentage of job time above functions are performed: 100%

Approximately how long will it take for a fully qualified employee from outside the work unit to reach the full working level of the position:

- Approximately 6 months.

B. Problem-solving and decision-making

1. a) **List any Acts, Regulations, and/or Policies/Procedures with which the incumbent must be fully familiar in order to perform the position's functions:**

- Yukon University's Policies and Procedures
- Familiarity with Intellectual Property Laws, the patenting process, trademark and copywrite processes
- Strong familiarity in lean startup principles, business model canvas and other startup tools
- Funding Guidelines and Agreements (once onboarded)
- Conflict of Interest policies
- OH&S (relevant sections)

b) **Is the position responsible for interpreting, administering, or enforcing any of the above? If yes, explain.**

Yes. Ensures that I&E programs operate in accordance with the goals and funding requirements of Yukon University, the I&E mandate and YukonU funders.

2. a) **Describe the kinds of recommendations the incumbent is regularly required to make and to whom:**

I&E Department Head, best opportunities for I&E's programming and offerings; business, innovation and academic partnerships; sources of funding; and budgets, and capital expenditures.

b) **Who normally makes the final decisions with respect to those recommendations?**

Department Head, I&E.

3. a) **Describe the kinds of final decisions regularly made for which the incumbent is held accountable.**

- Individual businesses milestone planning and delivery
- Creation of events and programs that support all of I&E business programming
- Provision of accurate information to entrepreneurs and inventors
- Network development and enhancement for I&E program participants including with wrap around service agents
- Day to day operations and execution of Summer Biz School

b) **What is the direct impact of those decisions?**

Failure to perform duties will compromise the financial and programming viability of the I&E and its programs.

C. Freedom to Act

1. **Describe the way in which this position receives direction:**

Ongoing discussions with I&E Department Head, I&E team and Advisory Council and/or committees as appropriate.

2. What legislation, regulations, procedures, or established practices guide, constrain, or limit the activities of this position?

See B.1a above

3. How is the work of the position normally checked or evaluated?

Feedback from the Department Head, I&E and occasional surveys from stakeholders and participants.

4. What types of decisions are normally referred to the supervisor? (Give examples)

Partnerships and partnership negotiations
Application to funding grants
Major O&M and capital expenditures
Major programmatic changes
New programs

D. Financial Accountability

1. Program dimensions:

a) Annual Budget (for unit under the direct control of the position):

Fiscal year:	Direct
Annual Payroll	\$
O&M Budget (excluding payroll):	\$100,000
Capital Budget (excluding payroll):	\$
Revenues:	\$
Recoveries:	\$

Who prepares this budget?

Incumbent and the I&E Department Head.

What is this position's accountability for budget once allotted?

- Expenditures related to scheduled activities under the control of the incumbent.
- Expenditures of I&E programs funded.

b) Does position have authority/ability to reallocate resources?

No

c) Signing authority levels:

Delegated spending authority in accordance with the Approval Authority policy.

2. Other expenditures or revenues influenced by this position and how.

None

E. Management /Supervision of Human Resources

1. Supervisory duties:

a) Number of positions supervised directly:

Permanent/Term 0
Aux/Casual 0 today, yet up to two in the next 2 years

b) Nature of supervision:

- a) show colleagues how to do tasks
 - b) train other employees in work procedures
 - c) assign work and review for quality/quantity
 - d) establish work priorities and schedules
 - e) change duties and responsibilities
 - f) participate with supervisor in employees' performance evaluations,
- or
- formally appraises employees' work performance and discusses appraisal with them, making final recommendation to advance or withhold merit increments
 - g) recommend appointment or rejection upon completion of probationary period
 - h) interview employees with attendance or performance problems
 - i) acts as first formal step in the grievance procedure
 - j) interview candidates for vacant positions in the unit
 - k) give opinion to supervisor on selection of new employees, and makes final selection of new employees
 - l) other

F. Key Personal Contacts

<u>Who (what positions or groups)</u>	<u>Purpose</u>	<u>Frequency</u>
Supervisor	Direction	Daily
Program Staff	Supervision & advice	Daily
I&E staff	Information & advice	Daily
University Staff	Information	Daily
Government officials	Information	Monthly
Private industry/other institutions	Information	Weekly
Professional colleagues	Information	Weekly
Funders	Information & follow-up	Monthly
Public	Information, updates	Monthly

G. Tools, Equipment, or Machinery Used Purpose Percentage of Time

Computer/e-mail/Internet systems	Data entry, word processing	70 to 80 %
Office Equipment (photocopier, fax, etc)	Reproduction	5%
Telephone/voice mail systems	Information	15%

H. Working Conditions

a) Describe weights lifted:

<u>Type</u>	<u>How Heavy</u>	<u>What percentage of the time?</u>
AV equipment	5-10 kg	5%

b) What working conditions (sitting, standing, bending, reaching) or types of physical effort (hiking, walking, driving) are required?

<u>Type</u>	<u>What percentage of the time?</u>
Sitting	70%
Walking	5%
Standing	20%
Driving	5%

c) Describe any physical hazards present:

<u>Type</u>	<u>What percentage of the time?</u>
Occasional travel in adverse weather	1%

d) Describe special physical conditions leading to discomfort:

<u>Type</u>	<u>What percentage of the time?</u>
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e) **Interpersonal Conditions:** Check any of the following conditions, which are normal and expected in the job and give examples:

- high level of dissatisfied clients
- high level of emotional clients
- potential physical abuse from clients
- regular critical deadlines
- high level of irregular critical deadlines
- constant interruptions
- instructions from more than one source
- other

Examples:

f) **Travel Required:**

a)	average number of trips annually	3-4
b)	average number of days per trip	3-4
c)	average distance per trip	200 to 2,500 km
d)	most frequent mode of transportation	car/plane

I. Organization Chart

- Complete portion above dashed line whether the position supervises or not.
- Complete portion below dashed line if this position supervises others.

IMMEDIATE SUPERVISOR'S POSITION

Title: Department Head, Innovation and Entrepreneurship

Classification Level: 11

PEER POSITIONS: (all those reporting to the same immediate supervisor)

Title: Innovation Officer
Classification Level: 8
No. of Employees: 2

Title: Strategic Projects Officer
Classification Level: under review
No. of Employees: 2

Title: Innovation Assistant
Classification Level: 5
No. of Employees: 1

SUBJECT POSITION TITLE: Business Initiatives Officer

SUBORDINATE POSITIONS:

Title: Casual Project Staff/Instructors
Classification Level: possibly 7-9
No. of Employees: 1-2

Title:
Classification Level:
No. of Employees:

PART III – SIGNATURES

I confirm that this describes the duties and responsibilities I require of an incumbent in this position and have reviewed the description with the incumbent (where applicable).

I have read the foregoing position description and understand that it is a general description of the duties and responsibilities assigned to the position I occupy.

.....
Dean/Manager or Designate

.....
Incumbent

Date:

Date:

PART IV - QUALIFICATIONS

To be completed by the Dean/Director or designate

A. Minimum Knowledge, Skills, and Abilities Required

Qualifications

Specific training or job experience required before appointment includes:

- University degree in a relevant discipline combined with business experience gained in an innovation environment. A completed Masters in Business Administration (MBA) in a relevant field such as commerce, innovation, and/or entrepreneurship is an asset.
- At least 5 years of related experience that may include: teaching in business, marketing, business development, or other relevant courses; venture incubator/accelerator experience and/or professional experience in an entrepreneurial context; experience having launched their own innovative or entrepreneurial project or venture or an equivalent combination of education and experience;

- Experience working with and understanding of the current needs and gaps of Indigenous, newcomer, underrepresented, or otherwise with equity-seeking groups in entrepreneurship and innovation is considered a strong asset.
- Experience in program operations and management.
- Experience as an entrepreneur is an asset.
- Experience supporting Yukon entrepreneurs and innovators.
- Strong experience in program and delivery as an educator, trainer, and/or facilitator.

Skill and Knowledge

This position requires regular use of standard office equipment, including a computer and associated software, fax machine, calculator, photocopier and audio-visual equipment.

Further requirements of this position include:

- Knowledge of core frameworks in entrepreneurial advancement, such as human centred design, sprint planning, lean start-up, business model development, start-up financing and more;
- Teaching/facilitation experience, and proven ability to engage cohorts for individual and collective development;
- A passion for program operations and ongoing maintenance.
- A creative self-starter, with the ability to take an idea to implementation; ability to work independently with little direction or direct supervision;
- Strong program and program management experience;
- Strong network development skills and ability to work with and build relationships stakeholders and individuals across cultures, education levels and sectors with different agendas; consensus builder; creates engagement without alienation;
- Familiarity with and/or strong interest in supporting diversity, equity and inclusion in I&E programming;
- Strong written and verbal communication skills;
- Strong computer/tech skills, with the ability to quickly adopt to new platforms;
- Excellent organizational skills and detail-oriented;
- Excellent ability to creatively problem-solve, showing innovative and flexible thinking in approaching initiatives and opportunities;
- Excellent customer service skills;
- Ability to handle a schedule that is constantly changing with multiple and competing deadlines, and to increase the pace of work to meet these deadlines;
- Consultative and team oriented;
- Bias to action, entrepreneurial mindset and comfortable in a fast moving, fun and constantly changing environment;
- Ability to manage a budget and make sound financial decisions;
- Familiarity with the regional and/or national entrepreneurship and innovation community;
- Familiarity with social innovation principles and practice;
- Presentation and public speaking skills; and,
- Excellent interpersonal skills, including tact, diplomacy, sound judgment and demonstrated professionalism.

B. Licenses, Certificates Required - Give title and section of any legislation, regulations, or other authority where applicable.

N/A

C. Other skills and/or knowledge which may be desirable, but not necessarily essential to the performance of the position's duties.

PART V – UNIVERSITY SIGNOFF

Comments:

I approve this position description as being representative of the work I require to be performed and that the responsibility levels identified have been delegated to this position.

.....
Director, Human Resources Services

.....
University President

Date:

Date:

FOR HUMAN RESOURCE SERVICES USE ONLY:

Evaluation Point Results:	
Knowledge and Skills:	
Accountability:	
Mental Demands:	
Working Conditions:	0
Total Points:	
Pay Level:	