

Update

Ministry

Agriculture and Irrigation

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Sr Invest Attraction Officer

Current Class

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

Job Purpose and Organizational Context

Why the job exists:

Alberta's government sees agriculture as a key economic driver for growth in Alberta. The agri-food sector is an important part of the Alberta economy, contributing \$8.1 billion in gross domestic product and employing approximately 58,000 Albertans.

In order to successfully grow the agriculture industry in Alberta, it is necessary to create and promote Alberta as a stable, creditable and profitable location for value added agriculture investors. The strength of an industry depends on continually re-inventing or re-generating its core businesses. New investment is required on an ongoing basis to achieve this renewal. A focus on expanding current investment and attracting new investment is required.

Attracting investment is a competitive business. Alberta is competing with other Canadian provinces, US states, and other countries in attempting to attract investment into the agriculture sector. A commitment of resources and an investment strategy is required to keep pace with competitive jurisdictions. Investment into agriculture and agri-food will have a spill-over effect in other, related sectors. Investment in capital projects or research and innovation in agriculture could assist Alberta's objectives for rural development, alternative energies, manufacturing goods, and environmental goods and services.

The Senior Investment Attraction officer will take an investor-focused approach in its efforts to increase investment and expansion in Alberta's value-added agriculture sector. The Senior Investment Attraction Officer works with senior level domestic and international business clients who have been identified as potential investors, through targeted scoping in our priority markets. The incumbent operates in a complex multi-departmental and intergovernmental context that features a high-degree of commercial and political sensitivity while ensuring efficient use of government resources. All client and stakeholder needs are met through delivery of accurate and timely information and analysis, both developed within the division and with other business units within the department.

Investment creates jobs and skills. As Alberta's agriculture demographic changes, new skills will be necessary to ensure Alberta's agriculture products are competitive. Investment helps sustain jobs and create these new skills.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

- 1. Increased new investment, expansions and jobs in the value-added agriculture sector in Alberta.** Investment is the total value of a project undertaken by the client, including capital and non-capital expenses, not including operational expenses. Jobs are the number of new, permanent full and part-time jobs related to an investment that did not exist prior to assistance being provided by Agriculture and Irrigation, not including construction, temporary or contract positions. The ministry of Agriculture and Irrigation (AGI) provides information and assistance to companies and investors considering capital investment or expansion in Alberta's agriculture and agri-food industry. These activities include:
- a. information on investment opportunities and the advantages of doing business in Alberta;
 - b. assistance in seeking alliances, partners, joint ventures, or sources of capital;
 - c. coordination of in-market missions to meet with government and private company representatives;
 - d. Site Selection;
 - e. Permitting;
 - f. Incorporating in Alberta;
 - g. Access to talent;
 - h. Immigration support;
 - i. Pathfinding for regulatory compliance solutions;
 - j. Introductions to industry partners;
 - k. Access to utilities and transportation corridors;
 - l. Proximity to feedstock;

m. Access to grants and research and development support.

2. Lead Generation

- a. Sourcing leads-researching investment ready companies that are a strategic fit with Alberta.
- b. Contacting leads, setting up exploratory meeting and providing the why Alberta pitch.
- c. Developing a key network of intermediaries and partners.
- d. Planning and leading international investment missions focused on meeting with targeted international investors.

3. Investment barriers are identified: define flexible and adaptable approaches to overcome the barriers and enable the investment attraction. This may include feasibility studies, cost benefit analysis, market quantification and other information resources needed by the client.

Problem Solving

Typical problems solved:

AGI has had success in adding value to the investor experience by streamlining environmental approvals, securing expedited permits, and cutting wait times for Foreign Ownership of Land exemptions.

The investor-focused approach is focused on helping companies solve problems. The key problems that the Senior Investment Attraction officer will be required to solve include:

- a. Site Selection;
- b. Permitting;
- c. Incorporating in Alberta;
- d. Access to talent;
- e. Immigration support;
- f. Pathfinding for regulatory compliance solutions;
- g. Introductions to industry partners;
- h. Access to utilities and transportation corridors;
- i. Proximity to feedstock;
- j. Access to grants and research and development support;
- k. Navigating municipal investment attraction programs and regional advantages (access to water or irrigation) and other attributes.

Types of guidance available for problem solving:

GOA Investment Community of Practice

Manager support

Executive Director, Assistant Deputy Minister, Deputy Minister and Premier support available if required. All active projects are tracked in the Dashboard, which is shared every two weeks with the ADM, DM and monthly with the Premier. The Dashboard is our opportunity to highlight cases that required senior level support.

Support from the team of other Senior Investment Attraction officers and colleagues within TIFS.

Resources saved on MS Teams.

Direct or indirect impacts of decisions:

Direct-Investors choose to invest in a competing jurisdiction.

Key Relationships

Major stakeholders and purpose of interactions:

The position will contribute to the growth and/or establishment new agriculture and agri-food facilities in Alberta by matching business opportunities with investment resources. The incumbent serves as the principle contact with the targeted investors. The incumbent will achieve this result through coordination with internal and external clients (investment entrepreneurs), partners (Alberta's agriculture industry) and other stakeholders (GOA, federal government, and local economic development agencies).

- Coordinate and Collaborate with Stakeholders
 1. Collaborate with Ministry and related agencies to access the needed resources
 2. Coordinate a collective approach to actions with other GOA departments as appropriate.
 3. Operate in cooperation other levels of government. (e.g. Federal Government and Alberta Municipalities).
 4. Identify key policy issues and drivers to the relevant decision makers for resolution (e.g. Canada Foreign Investment policy, Land Use Framework, development permit process, transportation issues, etc.).
 5. Recognize and balance the need for business/commercial confidentiality with policy and regulatory requirements.
- Develop Working Relationships with Key players in Industry and Government
 1. Work with Invest Alberta Corporation, economic departments (e.g. JEND, Edmonton Global) and financial stakeholders in government (AFSC) and business (e.g. commercial banking institutions) to facilitate project development.
 2. Work within AGI and other departments to leverage information resources necessary to promote specific opportunities (e.g. Emissions Reduction Alberta).

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Business	Arts	

If other, specify:

or other relevant degree

Job-specific experience, technical competencies, certification and/or training:

- Post-secondary education related to international business, finance, marketing, (Agricultural) Economics, business development, political science or other related degree.
- Minimum of four years of related experience. Equivalent combination of related education and experience may be considered.
- Solid working knowledge of business management, investment promotion practices and an understanding of global investment and business issues.
- Knowledge of Alberta food processing industry and its strengths, weaknesses, opportunities and threats.
- Knowledge of industry drivers for growth and investment decisions.
- Knowledge of federal, provincial and international investment policies as they pertain to agriculture.
- Knowledge of the Government of Alberta (GoA) market priorities for investment attraction and AGI business plans, objectives services and programs. Understanding of government regulations as well as GoA and AGI policies.
- Able to mentor and consult with company owners and executives capable of expansion through investment.
- Familiarity with agri-food industry trends, consolidations, divesting, acquisitions and mergers including the development strategies of major companies.
- Well-developed ability to analyze situations, solve problems, manage change and make decisions.
- Business management coaching on investment strategies.

- Ability to facilitate alliances, networks and business relationships with partners, clients and other experts.
- Effective communication skills. Well-developed verbal, written and interpersonal skills including sales, presentation and negotiation skills.
- Understand client needs. This is a process of facilitating a discussion with a client or a number of decision makers within their organization. The challenge is to find Alberta based solutions to meet their needs.
- Accelerate investment decisions by addressing company issues and barriers. This requires sourcing appropriate information, coordinating a network of possible service providers to positively influence decision makers.
- Provide input to the department and federal policy makers on effective policy and program recommendations.
- Identify and present investment opportunities for Alberta companies. This requires complex decision making including: understanding trends; identifying and validating the opportunities; matching opportunities with capable partners and relevant resources; providing feedback and facilitating decision.
- Evaluate and learn from no-go investment decisions.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Creates the environment for innovative problem solving: <ul style="list-style-type: none"> • Generates new ways of thinking; ensures right questions are being asked about a problem • Eliminates barriers to creativity and innovation • Encourages a culture of innovation 	AGI has had success in adding value to the investor experience by streamlining environmental approvals, securing expedited permits, and cutting wait times for Foreign Ownership of Land exemptions.
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Creates an adaptable environment: <ul style="list-style-type: none"> • Fosters agility, proactive and flexible practices • Leads and creates momentum for change • Champions plan of action and overcomes barriers through proactive anticipation • Quickly understands and reacts to environment, establishing flexible culture 	Attracting investment is a competitive business. Alberta is competing with other Canadian provinces, US states, and other countries in attempting to attract investment into the agriculture sector. Agility is required to act fast and not miss opportunities.

Develop Networks	○ ○ ○ ○ ●	<p>Builds trust to fairly represent every party:</p> <ul style="list-style-type: none"> • Uses network to identify opportunities • Establishes credibility and common purpose with a range of people • Actively represents needs and varying groups • Creates strategic impression by inspiring and connecting with values and beliefs 	The incumbent serves as the principle contact with the targeted investors. The incumbent will achieve this result through coordination with internal and external clients (investment entrepreneurs), partners (Alberta's agriculture industry) and other stakeholders (GOA, federal government, and local economic development agencies).
Drive for Results	○ ○ ○ ○ ●	<p>Aligns different groups to achieve goals and realize broader outcomes:</p> <ul style="list-style-type: none"> • Defines work mission to achieve APS goals and integrate projects • Provides bold advice to stakeholders • Proactively improves overall performance, measured through metrics 	The main outcome of the role is increased new investment, expansions and jobs in the value-added agriculture sector in Alberta.

Benchmarks

List 1-2 potential comparable Government of Alberta: [Benchmark](#)

024PS07, 024PS65

Assign

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

Employee Name

Date yyyy-mm-dd

Employee Signature

Supervisor / Manager Name

Date yyyy-mm-dd

Supervisor / Manager Signature

Director / Executive Director Name

Date yyyy-mm-dd

Director / Executive Director Signature

ADM Name

Date yyyy-mm-dd

ADM Signature