



## SENIOR ADVISOR, INVESTMENT ATTRACTION EUROPE (GERMANY FOCUS)

### WHO WE ARE

Toronto Global is a trusted partner for international companies exploring business expansion opportunities in the Toronto Region. Our dedicated team takes the time to understand the specific needs and interests of each company we work with and offers complimentary services that help to streamline access to the information and connections they need most to make a well-informed expansion decision.

### OUR PEOPLE, PERKS, AND CULTURE

We're an enthusiastic team of smart, passionate professionals. Our culture is built on making sure individual team members can contribute to something greater, whether that includes having a voice on one of our internal task forces or getting involved in team social or business events to fuel your professional development. Interested in health, self-care, and planning for the future? We've got you covered! In addition to a competitive base salary, this 12-month contract opportunity includes access to health benefits, an enhanced employee assistance plan (EAP), and an opportunity to participate in our defined benefit pension plan with OMERS.

Our team works in a hybrid environment, with the flexibility to split time between working from home and working in-person 2-3 days per week. Our newly refreshed downtown office is by St. Andrew's subway station (a 5-minute walk to Union Station), located in the heart of local arts, culture, restaurants, major sporting events, and urban park space. We love driving the growth of the Greater Toronto region through our work and do it proudly. We are high achievers, but this doesn't interfere with our sense of humour, endless curiosity, and our desire to have fun!

### POSITION SUMMARY

Reporting to the Senior Director, Investment Attraction, the Senior Advisor, Investment Attraction is a primary point of contact for international clients in the European market (with a focus on Germany) interested in bringing their business to the Toronto Region. Liaising with all levels of government and the private sector, the objective of the Senior Advisor is to advance lead generation initiatives and proper qualification of target companies to accelerate the attraction of FDI and corporate expansion in the Toronto Region. The ideal candidate has strong German and/or French language skills and is an energetic relationship builder with experience in international business and/or foreign direct investment.

### KEY RESPONSIBILITIES

- + Build and maintain long-term relationships with clients to attract investment to the Toronto Region by engaging in client communication, and providing relevant, value-added information and contacts
- + Provide clients with a consultative service throughout the investment lifecycle, including following through on client requests, facilitating key introductions, anticipating client needs, and providing end-to-end guidance throughout the establishment of new operations in the Toronto Region
- + Conduct proactive outreach and generate new leads within respective geographic market; actively manage a portfolio of assigned clients and seek opportunities to advance and/or accelerate client's decision to invest in the Toronto Region
- + Utilize Toronto Global's Client Relationship Management (CRM) system, Salesforce, to add new leads, track and manage leads, and to document client progress
- + Work collaboratively with and provide support to the Senior Director to advance lead generation initiatives, and build and refine market strategies, as directed; Further develop collaborative relationships with Trade Commissioners and partners such as MEDJCT, Invest in Canada, and Invest Ontario
- + Participate in assigned international business missions to respective market, including lead generation, meeting preparation and participation, conducting presentations, record management, and follow-up



- + Provide support to business mission planning and client files as required, including preparing background documents, scheduling meetings, producing briefing notes, coordinating tours, and contributing to final report from each mission
- + Partner with team members in Marketing and Communications, Stakeholder Relations, Business Insights, and Talent Partnerships on a regular basis to ensure synergies and clarity of various needs
- + Conduct comprehensive research and analysis using third-party tools such as Pitchbook, Sales Navigator, and Salary Assessor to provide meaningful insights, perspectives and solutions to clients and prospective clients
- + Constantly expand own knowledge of the Toronto Region and build a confident understanding of Toronto Global's value proposition across various economic sectors.

## DESIRED SKILLS & EXPERIENCE

- + Completion of post-secondary degree with a focus on Business, Commerce, or a related field; Masters' degree considered an asset
- + Minimum 5 years of professional experience in a business development, international trade, or sales environment; a portion of this experience should be European market focused
- + In addition to exceptional verbal/written English communication and presentation skills, German and/or French language proficiency is required; candidates who do not meet the second language requirement but have extensive and proven experience working directly in the German market may be considered
- + Proficiency with Microsoft 365 is required (Word, Excel, Outlook, PowerPoint, SharePoint, Teams, etc.)
- + Experience with CRM (e.g., Salesforce) and other relevant tools including Pitchbook, Sales Navigator, and/or Salary Assessor strongly preferred
- + Knowledge of sales skills and the ability/willingness to persuade and influence others, including high-level executives and business leaders
- + A self-motivated, analytical thinker with the capacity to embrace change, accept challenge, and advance organizational goals
- + Business acumen, strategic thinking, and the ability to use sound judgement to achieve KPIs
- + Strong attention to detail, time management, and organization skills with the ability to meet deadlines
- + An appreciation and understanding of the global economic and business climate and a passion for the Toronto Region is a must

## HOW TO APPLY

Qualified candidates who are interested in this opportunity are encouraged to submit their resume and cover letter to [careers@torontoglobal.ca](mailto:careers@torontoglobal.ca) by **November, 27, 2023**. In the subject line of your email please include your first and last name + "Sr. Advisor, IA (Europe; Germany focus)".

Toronto Global is committed to diversity, equity, and inclusion in the workplace, because we believe it contributes to innovation, better decision-making, and a deeper understanding of the community we serve. We encourage women, racialized people, Indigenous peoples, persons with disabilities, members of the LGBTQ2S+ community, and other equity-seeking groups to apply. To ensure our recruitment practices are equitable and our work environment is barrier-free, accommodations are available at all stages of the talent acquisition process upon request. *Learn more about our vision for diversity and inclusion [HERE](#).*

*At Toronto Global, we strive to provide everyone with the assurance that they can show up as their true selves at work and achieve their full potential. We look forward to hearing from you!*

**YOUR  
REGION  
FOR  
BUSINESS**