



**JOB TITLE: Business Opportunity Analyst**

**ABOUT NORTH ATLANTIC**

North Atlantic is a diverse and growing, province-wide leader in retail gas and convenience, residential, commercial, and wholesale fuels. For over 30 years, we've built our reputation on quality products, extraordinary service, and support for local communities. With our *people first* approach, North Atlantic looks for dynamic individuals who take initiative and who are committed to fostering a strong team environment. We want people who are known for their positive attitude, genuine communications, and personal drive.

As we advance our business for the future, North Atlantic is driven to developing efficient and green energy solutions aligned to the needs of the world in which we live. Committed to sustainable and responsible business practices, we're driving industry forward, supporting new skills and new jobs for this ever-evolving landscape.

For more information about the North Atlantic, please visit [www.northatlantic.ca](http://www.northatlantic.ca)

**Position Overview**

Under direction of the President, the Business Opportunity Analyst (BOA) will develop identified business opportunities, in both new and existing business lines, from start to finish with a focus on front end development. Availing of North Atlantic resources, the BOA will identify, investigate, and rank business development ideas to help the executive team determine which ideas should be discarded, advanced or held for future advancement.

The Business Opportunity Analyst will help prioritize the initiatives chosen to be advanced and may lead the development of a business plan or feasibility study. The BOA should also have great energy and a "Can Do" attitude. If you have the drive and experience and are looking for an opportunity to work with a diverse and growing company, please submit your cover letter and resume to North Atlantic.

**Duties and Responsibilities:**

- Develop initial concept documents that concisely describe the opportunity, the product(s), the market(s), and high-level financial requirements and present these results to the executive team
- Deliver presentations outlining the merits and challenges associated with identified opportunities
- Where opportunities demonstrate initial merit and viability, the BOA may lead the development of a business plan or feasibility study. Such plans may include:
  1. Background: Origin of the initiative, work to date, a clear description of the opportunity / product offering / business line
  2. Assessment of fit with existing NARL business lines and future plans considering economies of scale, economies of scope, core competencies and capital requirements.



3. A financial plan that may include proforma balance sheets, income statement, overheads, cash flow schedules, ratio analyses, and supporting schedules for three forecast years. Additionally, working capital requirements to achieve forecast sales; determination of probable break-even point; possible sources of financing (equity, public & private sources); and details of debt servicing.
  4. A market assessment which includes an overview of the market and potential, any correspondence from major customers, market research or other gauges of interest; review of competition; pricing issues; revenue model; marketing plan; marketing budget; and revenue targets
  5. An operations and staffing plan including: a review of potential operating models; required staffing and expertise; capital (fixed asset requirements) and costing; potential environmental issues; and start-up/operating schedule
- Lead ad hoc interdepartmental teams to exploring or advancing opportunities
  - Other duties as required

**Qualifications:**

- 5+ years' business development or business analysis experience
- Completion of a University Degree or College diploma focused in business, accounting, entrepreneurship, economics or strategic planning, an equivalent amount of education and experience may be considered
- Experience with business analysis and report writing is required
- Presentation skills
- Attention to detail
- Having an entrepreneurial spirit would be an asset
- Working knowledge and experience with Word, Excel and PowerPoint is required
- Experience working in the oil & gas or energy sector would be considered an asset
- Must be able to work independently and as a member of a team
- Should have an energetic personality with a great attitude, show discretion and confidentiality when required

North Atlantic is committed to Employment Equity. Accommodations during the recruitment process are available upon request for candidates with disabilities.

We offer a competitive compensation and benefits package which include Health and Dental, Wellness Program • Short-Term and Long-Term Disability • Life Insurance • Company Pension Plan with employer contribution • Employee and Family Assistance Program • Free on-site parking • Employee engagement activities

If you are a highly motivated team player, have the qualifications, and are prepared to meet the challenges as outlined, apply by submitting your resume and cover letter to [careers@northatlantic.ca](mailto:careers@northatlantic.ca).

Candidates are encouraged to apply by **4:30 pm Monday December 19, 2022.**