



## **Economic Development Officer (casual full-time contact, up to 12 months)**

### **Job Summary:**

Reporting to the CAO, this position will be responsible for supporting retention as well as the expansion of existing businesses. Emphasis will be placed on identifying and fostering diverse economic development opportunities. The position's activities will raise the profile of the community as a great place to do business and increase local employment and tax assessment.

### **Qualifications:**

- Post-Secondary Education in Economic Development or a closely related discipline such as commerce (business admin) or marketing
- Minimum of three (3) years of progressive experience working with a wide range of industry, businesses and services within multiple sectors and government agencies
- Minimum of three (3) years of related experience with a demonstrated background in economic development, special events coordination, public relations, marketing, and liaising/building relationships with government contacts, community organizations, members of the business community and other stakeholders
- Valid Class "G" driver's licence in good standing and immediate access to a reliable motor vehicle to use on corporate business.

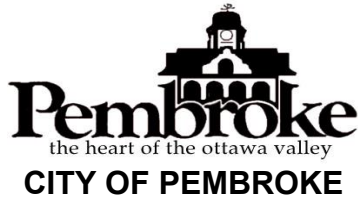
**Hours of Work:** Monday-Friday, 7 hours per day (35 hours per week) with occasional overtime

**Salary:** \$62,128.28 annually (2022 rate) no benefits.

Applicants are invited to submit in confidence a detailed cover letter and resume by May 23, 2022 at 4pm to:

Mrs. Arin Crinnion  
Human Resources Coordinator  
City of Pembroke  
1 Pembroke St. E.  
Pembroke ON K8A 3J5  
Fax: 735-3660  
Email: [Human Resources Department](#)

In accordance with the Municipal Freedom of Information and Protection of Privacy Act, the personal information is collected pursuant to the Municipal Act, R.S.O. 2001, Chapter c.25 and will only be used to determine the qualifications for employment.



## **JOB DESCRIPTION**

<b>TITLE:</b>	<b>Economic Development Officer (Casual)</b>
<b>DEPARTMENT:</b>	<b>Economic Development/Culture/Tourism</b>
<b>REPORTS TO:</b>	<b>Chief Administrative Officer</b>

### QUALIFICATIONS:

- Post-Secondary Education in Economic Development or a closely related discipline such as commerce (business admin) or marketing
- Minimum of three (3) years of progressive experience working with a wide range of industry, businesses and services within multiple sectors and government agencies
- Minimum of three (3) years of related experience with a demonstrated background in economic development, special events coordination, public relations, marketing, and liaising/building relationships with government contacts, community organizations, members of the business community and other stakeholders
- Valid Class “G” driver’s licence in good standing and immediate access to a reliable motor vehicle to use on corporate business.
- Available to work flexible hours to attend evening and/or weekend meetings or other events, and travel, as required.
- Direct experience in developing business plans and owning and/or managing a business would be an asset

### GENERAL SCOPE OF RESPONSIBILITIES:

#### Economic Development

- Reporting to the CAO, this position will be responsible for supporting retention as well as the expansion of existing businesses. Emphasis will be placed on identifying and fostering diverse economic development opportunities. The position’s activities will raise the profile of the community as a great place to do business and increase local employment and tax assessment.



## GENERAL SCOPE OF DUTIES:

### Economic Development

- Research, analyze and identify economic development priorities and gaps.
- Conduct research for the purpose of development/sourcing information and resources for industry specific initiatives and clients/prospects
- Support the corporate economic development action plan
- Participate in the development and implementation of policies, goals, objectives, standards and priorities related to the Department.
- Assist and encourage businesses in such areas as business planning, sourcing financing alternatives, identifying available space, accessing government assistance programs, etc.
- Respond to information requests from prospective businesses, developers, site selectors, realtors and the business community in respect to development issues.
- Implement and maintain effective business attraction initiatives including: generating, contacting and pursuing business leads; conducting company prospect research; contacting and meeting with business owners/senior executives/developers to present and promote the Municipality as an investment destination for businesses to locate, expand or re-locate their operations or developments.
- As directed, attend trade shows, industry events/conferences, seminars and workshops; market, promote and pursue business opportunities on behalf of the Municipality; develop and deliver presentations on economic data, business attraction and municipal development initiatives to internal/external stakeholders including real estate/developer prospects.
- Plan, co-ordinate, promote and deliver economic development-related events including seminars, economic forums; assist in the preparation of municipal public service announcements, newspaper articles, ads, etc.; provide tours to prospects/clients of potential sites for expansion/relocation within the Municipality.
- Develop effective multi-media marketing and promotional materials and investment attraction strategies.
- Provide quarterly status reports on current leads; maintain a database of new developments in order to monitor the growth and changing character of the Municipality's employment areas.
- Maintain a database of available properties and those with excess capacity.
- Establish and maintain effective liaison and business development communications with all levels of staff, Council and Committees, advisory groups and economic development partners.
- Maintain or seek to develop partnerships with community business organizations.
- Attend meetings as necessary, present verbal and/or written reports and recommendations, and respond to questions and inquiries as required.
- Gather, analyze, present and maintain economic development, data and/or information.
- Coordinate activities and programs with other City departments and divisions and



with other government agencies.

## SKILLS & ABILITIES

- Must possess strong interpersonal skills combined with demonstrated project/time management, organizational, analytical, research, communication (written, oral), report writing, negotiating, administrative, problem-solving, public relations and public speaking.
- Demonstrate strong leadership, motivation, team building and conflict resolution skills.
- Ability to communicate effectively and discreetly with all levels of staff, members of Council and the public.
- Proficient in Windows and Microsoft Office applications, office equipment, presentation and database software, related GIS and mapping applications, and the Internet.
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- Ability to prepare clear, concise reports, grant applications newsletters and presentations
- Ability to think and act strategically in a political and community service environment, and to foster and contribute to a positive, productive work environment.
- Ability to interpret and apply pertinent legislation, regulations, policies, codes and municipal by-laws pertaining to business development
- Demonstrated strong marketing and promotion skills
- Exhibits a high standard of initiative, self-direction and self-discipline and displays a commitment to personal professional development.
- Proven skills in managing multiple projects and activities simultaneously
- Ability to work independently within a team framework in a variety of settings.

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The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be all of the work requirements that may be inherent in this position.

As a condition of employment, candidates must submit a current successful Police Clearance Certificate, a complete physical medical examination for approval by the Corporation. The incumbent must also maintain a valid Ontario driver's licence in good standing and have ready access to a reliable motor vehicle.

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Hours of Work:

35 hours/week (8:00 a.m. to 4:00 p.m.) Monday to Friday

Occasional overtime.