



Economic Development, Culture, and Tourism Department Investment Attraction Officer

The City of Pembroke Economic Development, Culture, and Tourism Department is currently seeking a **Full-Time Investment Attraction Officer** to join their team.

About Us

The City of Pembroke is the Heart of the Ottawa Valley. You can do it all from beautiful Pembroke thanks to our unparalleled quality of life, competitive property costs, cost of living, critical infrastructure, healthcare, education resources, and proximity to Ottawa. Enjoy a work-life balance set according to your terms in Pembroke. Learn more about us at pembroke.ca.

Position Summary:

The Investment Attraction Officer will be responsible for identifying, developing, and securing investment opportunities that drive economic growth in the City of Pembroke.

Qualifications:

- Post-secondary education in business, marketing, commerce, economic development, or a related field or a combination of education and work experience
- Minimum three years of experience in economic development, business development, investment attraction, sales and marketing, consulting, or a related field.
- Experience in a government or municipal setting is considered an asset.
- Experience with CRM software and data-driven investment tracking is considered an asset.
- Experience in grant writing and funding acquisition is considered an asset.
- Bilingualism (English/French) is considered an asset.

Hours of work:

1820 hours annually (35 hours a week) with occasional overtime.

Salary and Benefits:

- \$68,196 - \$85,245 annually.
- Extended Health Care, Dental, Vision, Life Insurance, Long Term Disability and Accidental Death insurance.
- 15 days' vacation, increasing with years of service plus 2 wellness days.
- OMERS defined pension, including 100-per-cent employer matching.
- Professional development and skill-based training opportunities.
- Employee and Family Assistance Plan.

Applicants are invited to submit in confidence a detailed cover letter and resume by 12 p.m. on **March 7, 2025**.

Arin Crinnion - Human Resources Coordinator
City of Pembroke
1 Pembroke St. East, Pembroke, ON K8A 3J5
Email: HR@pembroke.ca

The City of Pembroke is an equal opportunity employer and encourages applications from all qualified individuals.

We are therefore happy to accommodate any individual needs in keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require an accommodation in order to participate in the hiring process, please contact us to make your needs known in advance.

We thank all candidates for their interest, however, only those selected for an interview will be contacted. No telephone calls please.

Personal information submitted will be used for the sole purpose of this competition. It is collected under the authority of *The Municipal Act, RSO 2001*, and will be used in accordance with *The Municipal Freedom of Information and Protection of Privacy Act* for employment purposes

City of Pembroke
Economic Development, Culture, and Tourism Department

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| TITLE: | Investment Attraction Officer |
| DEPARTMENT: | Economic Development, Culture, and Tourism |
| REPORTS TO: | Chief Administrative Officer |

Position Summary:

The Investment Attraction Officer is responsible for identifying, developing, and securing investment opportunities that drive economic growth in the City of Pembroke. This role focuses on attracting residential, commercial, and industrial investment, fostering business retention, and collaborating with stakeholders to enhance the local economy. The position also involves seeking funding opportunities and supporting strategic municipal projects to align with the City's long-term development goals

Education/Qualifications/Experience:

- Post-secondary education in business, marketing, commerce, economic development, or a related field or a combination of education and work experience
- Minimum three years of experience in economic development, business development, investment attraction, sales and marketing, consulting, or a related field.
- Experience in a government or municipal setting is considered an asset.
- Experience with CRM software and data-driven investment tracking is considered an asset.
- Experience in grant writing and funding acquisition is considered an asset.
- Bilingualism (English/French) is considered an asset.

Skills and Abilities:

- Strong knowledge of emerging business trends, economic development best practices, and site selection criteria.
- Proven project management skills, with the ability to develop and execute strategic investment plans.
- Strong written and verbal communication skills, including report writing and presentation abilities.
- Experience in data analysis and interpretation to support business case development.
- General knowledge of residential, commercial, and industrial real estate markets.
- Ability to engage effectively with staff, stakeholders, elected officials, and business leaders.
- Strong interpersonal and collaboration skills, with the ability to work across multiple departments.

General Scope of Duties:

- 1) Develop, maintain, and execute the City's investment attraction plan.
- 2) Identify and pursue investment opportunities in residential, commercial, and industrial sectors.
- 3) Create and implement resident attraction and retention strategies.
- 4) Liaise with necessary stakeholders including County of Renfrew, neighbouring

- municipalities, and developers.
- 5) Generate and manage investment leads to drive local economic growth.
 - 6) Serve as a point of contact between departments for investors, companies, stakeholders, site selectors, and government contacts.
 - 7) Work with Economic Development Officer to create and coordinate site selection packages.
 - 8) Work with Tourism Officer to develop film and television attraction strategies and a tourism asset map.
 - 9) Work with Economic Development Officer and Tourism Officer to develop a wedding attraction package.
 - 10) Identify funding opportunities and work with municipal staff to obtain provincial and federal grants for municipal projects.
 - 11) Serve as staff representative on advisory boards as needed.
 - 12) Provide regular updates to City Council and the Planning and Development Committee

Decision Making and Judgement:

- Exercises independent judgment when assessing investment opportunities and stakeholder engagement.
- Interprets and applies municipal policies, economic development strategies, and legislative requirements.
- Identifies and recommends new investment opportunities and funding sources.
- Ensures compliance with municipal objectives, provincial regulations, and economic development best practices.

Accountability:

- Accountable for the execution of investment attraction strategies and economic development initiatives.
- Responsible for maintaining accurate records and reports on investment leads, grants, and stakeholder engagement.
- Ensure that business attraction and retention efforts align with municipal goals and economic sustainability.
- Represent the City of Pembroke professionally in all external and stakeholder engagements.

Leadership/Supervision:

- This position has no supervisory responsibilities.

Interpersonal Skills and Contacts:

Internal

- City Council – Provides investment updates and presentations as required.
- Senior and support staff of other departments – Collaborates on investment and economic development initiatives.
- Tourism and Digital Media Officer, Economic Development and Communications Officer – Works closely with both roles to align economic development, investment attraction, marketing, and tourism strategies.

External

- General public – Engages with residents and businesses regarding economic growth.
- Government ministries and regulatory officials/agencies – Works with various levels of government on funding and policy matters.
- Other municipalities – Coordinates regional investment attraction and economic development strategies.

Working Conditions:

- Office environment.
- Required to work 35 hours per week (Monday-Friday).
- May be required to attend evening meetings.
- Occasional overtime and travel may be required for meetings, training.
- Hold a valid Ontario Driver’s License.

Physical Skill and Effort:

- Lifting or moving up to 10lbs may be required.

Protects own health and health of others by adopting safe work practices, reporting unsafe conditions immediately, and ensuring overall compliance with the City’s health and safety program. Follows all guidelines and requirements for employees and employers as legislated under the Ontario Occupational Health and Safety Act.



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.

