

JOB DESCRIPTION



Job Title	Economic Development Officer		
Reports To	Strategy and Government Relations Officer	Job Grade	8
Department	Administration	Hours per Week	35
Location	Town Hall	Effective	September 1, 2023
EBG Employee:	No	Status	Full Time

Job Summary

The Economic Development Officer, under the direction of the Strategy and Government Relations Officer, is responsible for coordinating and implementing economic development initiatives. This position works closely with local businesses, community groups, all levels of government, and external stakeholders to identify economic development opportunities. The portfolio includes assessing business opportunities and developing strategies, policies, and programs to attract and promote business investment to the Town. Additionally, the position includes providing information and guidance to new and existing business owners, developing business retention and expansion initiatives, responding to inquiries from the business community concerning development opportunities, and maintaining relevant statistics for the website, social media, and presentations.

Job Requirements

- Post-Secondary education in Business Administration, Economics, or a related field.
- Minimum three (3) years of experience in economic development, business development, or a related field.
- Strong knowledge of economic development principles and practices.
- Understanding of local government operations and processes, the local economic, cultural, and political environment.
- Builds strategic partnerships and facilitates the development of collaborative relationships.
- Understanding of principles and trends within the economic development industry.
- Proven project management and related program experience required.
- Strong verbal, written communication, presentation, and interpersonal skills.
- Demonstrated analytical, time management, organizational, negotiating, and public relations skills.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, or similar.
- Ability to work independently and as part of a team.

Job Duties

- Develop and implement economic development strategies and initiatives.
- Establish relationships with community and business stakeholders and work with local businesses and community groups to identify economic development

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opportunities.

- Facilitate and promote business development and investment in the municipality. Assess business opportunities, develop strategies, policies, and programs to attract business investment.
- Provide advice and support to local businesses and entrepreneurs to identify issues, needs, and solutions to improve the community.
- Lead and implement economic development initiatives, such as the Tourism Strategy and Action Plan, Business Retention and Expansion Programs, ShopNOTL, Workforce Development Planning, and Physician Recruitment support.
- Conduct research, provide statistical and analytical supports, identify market trends and potential opportunities. Compile and update relevant economic data as required, (e.g., from Statistics Canada, Province of Ontario, or economic development partners) and develop a "Community Profile" for distribution to potential investors and researchers.
- Identify the need for and develop a variety of promotional and marketing tools and community building events to attract new businesses and new residents.
- Respond to economic development inquiries and distribute customized client information packages to promote the Town.
- Respond to enquiries from members of the business community and general public concerning development opportunities.
- Develop and maintain active contact with other business and economic development organizations, and government agencies in order to stay abreast of current programs and services and ensure that the Town's interests are served.
- Research and analyze economic trends and data and identify gaps to assist with economic development strategies and initiatives.
- Provide guidance and support to the CAO and Senior Management Team concerning economic development matters.
- Support the Town grant writing program by researching and writing grant applications.
- Research and write reports and presentations on economic development initiatives.
- Attend Council meetings and other Committee meetings as required.
- Participate in local and regional economic development events and initiatives.
- Demonstrate continuous improvement efforts to enhance operations, streamline work processes, and work cooperatively to deliver customer service excellence.
- Ensure the highest standards of confidentiality and integrity.
- Adhere to, support, and promote adherence to Town policies and procedures, regulations, and other related guidelines.
- At all times, work in a safe manner promoting health and safety and compliance with the *Occupational Health & Safety Act*.
- Perform other duties as assigned by the Strategy and Government Relations Officer or CAO.

Competencies



- **Analytical:** Applies systematic, logical reasoning when addressing problems or situations in order to arrive at a solution or outcome. Considers the various issues and components of the problem, develops steps to address the situation, and determines rational timeframes and priorities.
- **Communication:** Expresses and transmits information with consistency and

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clarity, using active listening techniques in order to effectively understand provided feedback, and summarizes information according to the audience in order to promote engagement and increase understanding.

- **Critical Thinking:** Analyzes and interprets data and information gathered through observation, investigation, communication, reports, legislation, and others in order to develop conclusions.
- **Networking and Relationship Building:** Effectively builds constructive, friendly, professional relationships and networks of key contacts with people and colleagues, maintains partnerships that can provide information, assistance, and support.
- **Organizational and Environmental Awareness:** Shows commitment to the organizational vision and strategic goals by acting in accordance to organizational expectations and through having a solid understanding of the internal and external environment.
- **Problem Solving:** Possesses the ability to break a situation down into smaller pieces to identify key issues, figuring out cause-and-effect relationships to solve the problem. Uses logic and analytical methods to come to a realistic solution.

Reviewed and Approved By: Name and Title	Sarah Stevens, Manager of Human Resources		
Signature:		Date Reviewed:	September 1, 2023
Reviewed and Approved By: Name and Title	Marnie Cluckie, CAO		
Signature:		Date Reviewed:	September 1, 2023
<p>The above description reflects the general details considered necessary to describe the principal functions and duties as required for proper evaluation of the job and shall not be considered as a detailed description of all the work requirements that may be inherent in the job. Further interpretation of this Job Description is the responsibility of the Council, the CAO, and/or the Department Director and when applicable in consultation with the 'Employee Bargaining Group.' The Corporation of the Town of Niagara-on-the-Lake reserves the right to make, modify, revoke, suspend, terminate, or change any part of this Job Description, in whole or in part, at any time.</p>			