

JOB DESCRIPTION

JOB TITLE: Economic Development Officer (Exempt)
PREPARED BY: Dianna Plouffe, Chief Administrative Officer
DATE PREPARED: June 3, 2022
HOURS OF WORK: Monday to Friday, 35 hours/week with additional hours as required.

DESCRIPTION OF WORK

1. GENERAL STATEMENT OF DUTIES

The Economic Development Officer (EDO) is responsible for developing, implementing, monitoring, and reporting on strategic economic initiatives that contribute to the overall economic and social well-being of the community.

The EDO undertakes activities and fosters collaborative working relationships with business groups, community organizations, local governments, first nations, and various external stakeholders in support of economic development that is aligned with the Town's goals and strategic priorities.

2. SUPERVISION RECEIVED

Reports to the Director of Community Services.

3. JOB DUTIES

- Participates in development and implementation of goals, objectives, policies, and priorities supporting economic development.
- Builds and develops professional, cooperative relationships with various public and private-sector representatives to grow the local economy and support the economic goals of the Town.
- Develops and implements various strategies, programs, business plans and project funding proposals to support attraction, retention, expansion and diversification of business, industry, and residents in support of continued employment growth.
- Identifies regional and local business opportunities, evaluates development proposals, and leads efforts related to business and community outreach.
- Promotes local opportunities with developers and investors by answering inquiries, assisting with site visits.
- Coordinates with various Town departments to facilitate project processing and permitting for economic development projects and issues relating to economic development activities and strategies.
- Conducts research on a broad range of issues related to economic development, writes reports, and prepares recommendations concerning policies and programs.

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- Represents the Town on related committees, attends and participates in professional group meetings, designs and delivers presentations to a variety of audiences and, as required, assists in the organization and representation of the Town at trade shows/special events.
 - Develops and implements community outreach programs including workshops, surveys, education fairs, and participates in developing public information strategies.
 - Participates in the development of various advertising, promotional and marketing materials, and ensures the Town's economic development websites and social media platforms are maintained.
 - Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative and support systems; identifies opportunities for improvements; and makes recommendations to the Director.
 - Assists in the preparation of the annual budget submission and is responsible for managing the operating budget and monitoring expenditures, researching and reporting on variances, and recommending budget revisions.
 - Other related duties as assigned.

4. **KNOWLEDGE, SKILLS AND ABILITIES**

- Considerable knowledge of community economic development theories, principles, regulations, and practices.
- Knowledge of geographic and socio-economic characteristics of Smithers and northern British Columbia, and of local and regional economic development potential and opportunities.
- Expertise in methods for business attraction, retention, redevelopment, tourism, and real estate.
- Thorough understanding of relevant codes, policies and procedures related to municipal planning, building and finance.
- Excellent verbal and written communication, including strong negotiation skills.
- Political acumen and the ability to deal with confidential information.
- Ability to establish and maintain cooperative, professional relationships with a broad range of internal and external contacts.
- Results-driven, high-energy team player that approaches challenges with enthusiasm in a constantly changing environment.
- Strong organizational, time management and project management abilities.
- Sound problem solving and decision-making abilities.
- Excellent presentation and public speaking skills.
- Advanced level of proficiency with Microsoft Office Suite software and applications (e.g. Excel, Word, PowerPoint and Outlook).

5. **QUALIFICATIONS**

Education

- Post-secondary degree in Business Administration, Commerce, Economics, Planning or related discipline.

Experience

Minimum of three (3) years of progressively responsible experience in the following areas:

- Coordination and implementation of long range economic/business development activities
- Marketing, sales, and/or public relations
- Facilitating partnerships among business, government, agency stakeholders
- Managing projects with a wide range of scope and complexity
- Local government setting

Lesser qualified applicants may be considered if they have a demonstrated and proven combination of relevant training and experience.

APPROVED BY:



Dianna Plouffe
Chief Administrative Officer

